

DALLAS

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GUIBERSON ISSUE

★ April 1942





Eclipse of the Rising Sun!

● CHALLENGED in two hemispheres, America faces a tremendous test. But the fighters and bombers that will blot out the Rising Sun—the tanks and guns that will help smash the Swastika—are pouring off our production lines.

The biggest industrial job in history is being done because America has the electric POWER for the job!

The electric industry was ready when the crisis came. The business men who manage the nation's electric companies had built up power reserves in advance—and interconnected company systems so that power could be delivered almost anywhere overnight.

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TION**—Automatic heating
system permitting hot lin-
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our own planing mill.

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AND RESEARCH**—An ex-
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products development
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—Graphical and actual
testing of new methods of
construction.

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DALLAS, TEXAS

Dallas Pioneers

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INVITE
Greater Confidence

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72 Years
Manufacturers and Wholesale Distributors

1872 Dallas Ry. & Term. Co.
69 Years
Street Railways

1874 Bolanz & Bolanz
67 Years
Real Estate and Insurance

1875 Dallas Trans. & Term. Warehouse Co.
66 Years
Transfer

1875 First Nat'l Bk. in Dallas
66 Years
Banking

1876 Fakes & Company
65 Years
Furnishing Texas Homes Since 1876

1876 Charles Ott, Inc.
65 Years
Safes, Locksmiths and Guns

1876 Trezevant & Cochran
65 Years
Insurance General Agents

1876 Ed. C. Smith & Bro. Undertaking Co.
65 Years
Funeral Directors

1885 Mosher Steel Co.
56 Years
Structural Reinforcing Steel and Machinery Repairs

1889 J. W. Lindsley & Co.
52 Years
Real Estate, Insurance

1890 William S. Henson, Inc.
Successors to:
J. M. Colville & Son
51 Years
Printing and Advertising

1893 Fleming & Sons, Inc.
48 Years
Manufacturers—Paper and Paper Products

Established

1896 Briggs-Weaver Machinery Co.
45 Years
Industrial Machinery and Supplies

1897 Merchants Retail Credit Association
44 Years
"Fact Bilt" Credit Reports

1899 Dallas Plumb'g Co., Inc.
42 Years
Plumbers

1900 John Deere Plow Co.
41 Years
Agricultural Implements

1903 Dallas National Bank
38 Years
Banking

1903 Republic Insurance Co.
38 Years
Writing Fire, Tornado, Allied Lines, Automobile and Inland Marine Insurance

1903 First Texas Chemical Mfg. Co.
38 Years
Pharmaceutical Manufacturers

1904 Atlas Metal Works
37 Years
Sheet Metal Manufacturers

1908 Stewart Title Guaranty Co.
33 Years
Abstracts of Title, Insurance

1909 Hutchinson-Bonner & Burleson
32 Years
Certified Public Accountants

1911 Graham-Brown Shoe Co.
30 Years
Manufacturing Wholesalers

1912 Stewart Office Supply Co.
29 Years
Stationers—Office Outfitters

1914 Texas Employers Insurance Assn.
27 Years
Workmen's Compensation Ins.

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Establish

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DALLAS

VOLUME 21

NUMBER 4

Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center

J. F. CHAMBERS, JR. Editor
SAM TOBOLOWSKY Business Manager
ED FLOYD Advertising Manager



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of
Industrial Editors

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DALLAS • APRIL, 1942

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The pivotal point of the Dallas
Wholesale Market . . . Space
available in 300 to 2,000
square foot units at very
moderate rentals.

912 COMMERCE STREET
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NEW PLANT IS MONUMENT TO S. A. GUIBERSON, JR.

THE establishment of the great Guiberson Diesel engine plant in the Dallas area which will do much toward winning the war, is a monument to the ability and foresight of S. A. Guiberson, Jr., president of the company, and my personal friend of many years standing.

In the first World War, when his services were needed by his country, S. A. Guiberson, Jr., stepped forward and did a historic and tremendous job as Director of Pipelines under the Fuel Administration. The United States army needed more oil and faster deliveries. Mr. Guiberson saw that the pipelines were used to their fullest capacity and his skill in organizing this valuable service got the job done.



MR. ADAMS

Mr. Guiberson has developed a wonderful air-cooled Diesel engine of the radial type. It is an engine which we hope will become as noted for its efficiency in combating the enemies of the United States as was the Liberty engine in the first World War. That this engine has been brought to its present state of perfection with the cooperation of the Ordnance Department of the United States Army is due to the fact that Mr.

Guiberson had absolute faith in his product and the strength of character to keep up development and research work when others might have been discouraged. Mr. Guiberson and his associates worked for years and spent a million and a half dollars before full success met their efforts. Now the United States Army has selected the Guiberson Diesel engine for the tanks which will help smash the Japs and the Germans on battle fields in every corner of the world.

S. A. Guiberson, Jr., has made a very great and very real contribution to our country in this time of war and danger. He is entitled to full credit for it, and Dallas should be justly proud of his business ability, faith in Texas, and the very fine organization which he has built here. He is pre-eminent as an organizer and a leader. He is surrounded by a group of engineers, technicians, and skilled workers—the best the United States affords—which will insure the kind of teamwork which makes a great manufacturing enterprise a full and great success. The Dallas Chamber of Commerce never did a better job in all its history than when it persuaded S. A. Guiberson, Jr., to come to Dallas and establish the Guiberson Corporation here in 1919. Mr. Guiberson and his organization have the full and implicit confidence of Dallas people and Texan who know their proven ability.

Nathan Adams

President, First National Bank, Dallas;
Director, Dallas Chamber of Commerce.

New Guiberson
war plant

GUIBERSON History Is Written In Black Gold

By S. A. Guiberson, Jr.

President, Guiberson Diesel Engine
Company; Chairman of the Board,
Guiberson Corporation

THE Guiberson manufacturing enterprises have for the last thirty years sent their tools and machines for producing industrial fuels to all the states of the Union and to every corner of the earth where oil is drilled and produced—but now we are in the heat of producing our engines for military offense on frontiers that are resisting tyranny.



MR. GUIBERSON

Ours primarily is a peacetime industry, and The Guiberson Corporation and its affiliates — yes, even the Guiberson Diesel Engine Company—have set their standards of quality and efficiency out in the great oil fields of the world, where the tools and machines have had to stand long grueling periods of hard usage so that the oil could be taken out of the earth and poured into the oil and gasoline tanks that keep the wheels and propellers of domestic and world trade revolving.

But now the international tide has turned, and the dictator nations would try to engulf us, and our hard-gained freedoms and commercial and industrial advances, in their waves of hatreds and pogroms. They even would invade our shores, were it not for the fact that we

are arming to meet them and stop them.

So, the resources of our enterprises, along with resources of many other and great inventive and manufacturing plants, are being thrown into the breach in order that when peace again comes, we may continue to develop to greater perfection our tools of peacetime industry and trade.

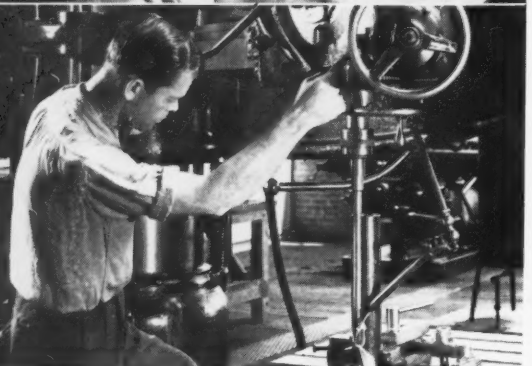
This situation is no novelty to the Guiberson interests. We did our part during the last war. And during this war we are going to do an even greater part, for we have grown and expanded during the last two decades of peace, which we began by moving our headquarters to Dallas.

The story of our firm begins back in California, in the post-Civil War days. My father and mother had come out from Iowa in covered wagons, and were ranching at Fillmore, Ventura County, California.

In the early days of oil discovery, wells were drilled on my father's ranch, and they made a small strike; incidentally, a few of those old wells are still producing in small quantity. But the arrival of oil did something to our family. My brothers and I went into the oil production and refining and pipeline business in various ways. We learned the production and drilling trades, and began following the oil fields around California, working as rig builders, drillers, tool dressers, and pipe line builders. In



**Precision is
the watchword
of Guiberson**



those days the equipment was poor, consisted of contrivances that were not developed for efficient, rapid work.

Due to the poor equipment we used in drilling wells in those days, production was a slow matter, filled with disappointments and heart-breaking delays for the driller and investor. My brothers and I became thoroughly acquainted with the drilling industry and knew well the good and bad points of all the tools then in use. We worked out improvements on those tools, mainly because we had to use those improvements in our own work and not because we had any idea at that time of selling or manufacturing the tools.

My brothers, N. G. (Nat) Guiberson, W. R. (Dick) Guiberson, and J. W. (Warnie) Guiberson, were interested in drilling tools just like I was. In those early years when we began to turn from oil field work to development and sales of tools to make oil field work faster and more efficient and economical, we worked together sometimes on certain problems, and individually on others. But invariably we were in similar lines—supplying some item to speed up oil production, make it safer for the workers, or make it cheaper for the driller.

Some of the inventions of other men which my brothers and I re-adapted or perfected for oil field use include the Guiberson casing tong, the Baker casing shoe, the Guiberson flexible swab and the Whittier rotary tool joint. All have been for years standard tools in the oil fields. Dick Guiberson, then manager of the Bunting Iron Works at Coalinga, California, personally made the first dozen of those tool joints ever run on a rotary drill system, after I had taken over the invention from Mr. Whittier for sales on a royalty basis. Of those tools we either developed or supplied, the Whittier rotary drill joint became the biggest seller, and fifty-three manufacturers were licensed at one time to make it, giving Mr. Whittier more than \$1,000,000 income from its royalties. Manufacturers were granted franchises for this patent only if they were able to prove their ability to maintain highest standards of materials and workmanship. The Guiberson Corporation has sold over \$50,000,000 of oil well tools through the entire world to date.

Our operations had centered about Coalinga, Calif., but the Mid-Continent became the biggest market for drilling apparatus. In 1913 Dick opened a supply house at Tulsa and Nat opened a similar business at Houston. This be-

came the firm of Guiberson Brothers. But we ran into a difficulty created by the fact that our tools were being made by many factories in scattered locations, and we needed one central factory to assure a central distribution point and an unvarying quality of manufacture. Meanwhile, I had served during the World War as Director of Pipe Lines for the U. S. Fuel Administration.

In 1919 we picked Dallas as location of our plant. This selection was made in a hotel-room conference at Kansas City, where Dallas, Houston and Tulsa representatives were bidding for location of the factory. I remember well how the Dallas bid was presented by T. E. Jackson, then president of the Dallas Chamber of Commerce, Grant S. Maxwell, the general manager, and Charles Saville, the secretary.

Dallas was chosen because of its excellent facilities for production and distribution, and we formed The Guiberson Corporation, in which all the manufacturing interests of my brothers and myself were pooled for manufacturing and selling our instruments. My brother-in-law, R. S. Haseltine, then joined our firm as general manager, and remained there until his death several years ago.

The Guiberson Diesel Engine Company was formed at Dallas in 1929, as our firm was a pioneer in development of the radial type of Diesel engine. We have always had faith in our Diesel, and its success was assured when Col. Art Goebel, the famous trans-Pacific flyer, came to Dallas and put it through its tests as an airplane motor in 1930.

The U. S. Navy first bought one of our airplane Diesels in 1934, and two years later the U. S. Army began experimenting with its possibilities for use in armored tanks. In 1939 the Army placed a large order for Guiberson Diesels, and we have been producing them since 1940 under a manufacturing agreement with the Buda Company of Illinois. The War Department in 1941 authorized a \$3,000,000 Defense Plant in the Dallas area to build additional Guiberson Diesel tank engines of a larger size. This plant is completed and has been in production for over a month.

The resources of the Guiberson inventions and developments and plants are at the service of our military forces in this time of national stress, but when our victory is won, our resources will be thrown back, with a renewed zeal for perfection, into the channels of industry.



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Garland . . .

Where Teamwork Works

By A. R. Davis

President, State National Bank, Garland

ALTHOUGH Garland is situated in one of the richest agricultural areas of Texas, its civic leaders long ago concluded that if the community was to grow and prosper it could not depend upon agriculture alone, but additional provisions for its citizens to find employment and additional sources of revenue should be made. It was realized that a community could not progress satisfactorily unless its people were employed and inducements and opportunities given to make them permanent citizens and home owners.



MR. DAVIS

It was with this thought in mind that the organized Chamber of Commerce, through its officials, began several years ago to seek industries that would be suitable to this environment and would have a fair chance of succeeding. The location of Garland, its surrounding territory and its natural advantages were offered as inducements to those contemplating new enterprises or change of locations. Due to the modern trend of industries to streamline factories on the ground floor, large areas, of course, are required that cannot be supplied within the city limits of Dallas, and by close co-operation with the Chamber of Commerce of that city, the local chamber has been given opportunities to contact some of those seeking a location of that character.

Among the plants that have been established in this area in recent years since we began making a concrete effort to obtain industrial projects are a big dairy farm, a seed breeding plant, a food manufacturing plant, a large hat manufacturing plant, and two large defense plants.

In our town mayor and councilmen are drafted by the public and serve without compensation. Experience has proved that the governing body thus selected is more likely to serve the best

interests of the community than if selected on a salary basis. The experience of the Garland citizens, and the character of men who now serve on our city council and school board reflects the fact that the absence of financial compensation often serves to improve rather than lower the personnel of these bodies.

The chief interest in industries is now, of course, their present and potential contributions to the nation's war efforts, and the greatest satisfaction in having them located in the Garland area is that they, perhaps, are less vulnerable to enemy attack than those located in coast cities.

Garland long ago adopted as its slogan: The place where "Team work

Works" and the citizens have tried to live up to that motto. Of course there are often differences of opinion and criticism of things that are being done, but these controversies are threshed out within the groups and the democratic policy of majority rule maintained.

As reflected by bank deposits and income, the business of Garland has more than doubled since the location here of these industries began. This is perhaps more apparent here than in the larger cities where the addition of a few more large industries with added payrolls does not make such an impression.

There have been more than 100 new homes constructed here during the past



Scenes from a Growing Garland.

(Continued on Page 24)

CONGRATULATIONS



TO GUIBERSON

FIGHTING DOLLARS!

Today, Americans are dying so that America, your free America, can live! Today, the men in our Army and Navy urgently need more tanks, more planes, more guns! More than our enemies have, better than our enemies have, if we're going to smash our way to victory. America's answer is to build thousands upon thousands of mechanized units . . . to make ours the fastest-moving, hardest-hitting army in the world. • Billions of dollars are needed immediately to produce these weapons of defense—of offense—and of Victory. Loans must be made to defense industries. Bonds must be bought, for every bond you buy is a blow at the military maniacs attacking us! • This bank is gladly co-operating with our government in the sale of these bonds—without profit or remuneration. We pledge, too, our fullest co-operation with all local defense industries—large or small.

FIRST NATIONAL BANK

IN DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



Guiberson Men

Allen Guiberson, president of the Guiberson Corporation and executive vice president of the Guiberson Diesel Engine



ALLEN GUIBERSON

Company, inherits in full the mechanical genius and business ability of his father, S. A. Guiberson, Jr., founder of these two corporations. From his boyhood he has had a passion for engines.

Since 1924, when he first began tinkering with automobile engines, building has been Allen Guiberson's life work. Often he works all night long in the Guiberson shops seeking to solve problems in the manufacture and designs of a dozen or more new engine projects which he has underway. Besides having a major part in the perfection of the Guiberson Diesel engine, Allen Guiberson has to his credit a number of other inventions and developments in kindred fields. As an example, he perfected a new type of cowl for air cooled aircraft, army tank and automobile motors. This cowl is so designed as to direct air currents on the exact spots which are most in need of air cooling.

Under Allen Guiberson's supervision the research work at the Guiberson shops is continuous.

The duties of a purchasing agent for a war industry requires a setup that differs vastly from the average purchasing department. M. H.



M. H. FRENCH

French heads this department for the Guiberson Diesel Engine Company and his office is one of the busiest spots in the hustle and bustle of this manufacturing organization.

"This is a seller's market, not a buyer's market," said Mr. French, "in these times the purchasing agent hands the salesman a cigar and asks for assistance."

A staff of seven men assists Mr. French.

They'll Keep 'Em Rolling

Gordon G. Guiberson is vice president of the Guiberson Diesel Engine Company. While Allen Guiberson, who is executive vice president, is mainly concerned with engineering and production work, his brother, Gordon, has the responsibility of administration and finance. Like his father, Gordon Guiberson is preeminent as an organizer



GORDON G. GUIBERSON

and the whole great Guiberson organization is at his finger tips. Across Gordon Guiberson's desk the work of the many departments are coordinated as a smoothly functioning machine.

Mr. Guiberson was born in San Francisco, August 17, 1911. After attending school in Santa Barbara, California, he was admitted to Harvard College. Soon after he went to Cambridge, Mass., the Guiberson interests became active in the new East Texas oil field. The lure of the oil fields prevailed over the university and Gordon Guiberson followed in his father's footsteps by entering the oil business.

In 1939 Gordon Guiberson became sales manager for the Guiberson Corporation and in 1940 he was appointed general manager. Allen Guiberson at that time became president of the corporation. Since then Gordon Guiberson has been actively engaged in the administration and the financing of the Guiberson Diesel Engine Company. As far back as 1940 Mr. Guiberson foresaw the probability that the Guiberson Diesel engine would be extensively used by the United States government in preparation for national defense, and he began working out plans for a complete and efficient organization to produce the Guiberson Diesel engine in quantity.

M. W. Mattison is vice president and comptroller of the Guiberson Diesel Engine Company and comptroller of the



M. W. MATTISON

other Guiberson interests. He is an authority on taxation and finance and is the founder and the senior partner of the accounting firm of Mattison and Davey with offices in New York, St. Louis, Kansas City, Tulsa, Shreveport, Dallas, Houston and Los Angeles.

Mr. Mattison was born in Atlanta, Ga., in 1876 and graduated from high school in that city in 1892. He at once went into office work and during most of his successful career has served in an executive capacity. After varied experience in accounting lines, principally with railroads, Mr. Mattison located at Jennings, La., in 1904 and was employed by Heywood Bros., who then controlled the Jennings oil field. In 1908 they sold their oil holdings to the J. M. Guffy Petroleum Co. However, Mr. Mattison remained with the Heywoods until January, 1911, when he entered the field of public accounting with offices in Beaumont and has been continuously engaged in this business ever since.

During the first World War he was sent to Washington to represent a number of oil companies in tax matters.

The establishment of testing facilities and test procedure and assembly of Guiberson Diesel engines is the immediate assignment of W. E.



W. E. LIND

Lind, engineering assistant to the executive, vice-president of the company. All the strenuous tests to which the Diesel engine is subjected come under Mr. Lind's direction preparatory to approval of the engine, prior to its shipment to the U. S. Army Ordnance Department.

Nat G. Guiberson, brother of S. A. Guiberson, Jr., is vice president of the Guiberson Diesel Engine Company, his field being that of public relations. Mr. Guiberson all his life has been in the oil business or the oil well supply business and has been at the right hand of S. A. Guiberson, Jr., since the Guiberson Corporation

NAT G. GUIBERSON

established its oil tool manufacturing plant in Dallas in 1919. S. A. Guiberson, Jr. gives his brothers Nat and W. R. much credit for the success of the Guiberson Corporation. W. R. is in charge of the California offices of the corporation.

Nat, during the 25 years he has been in Texas, has had charge of the sale of oil tools made by Guiberson. He was born on a ranch in Ventura County, California, a ranch on which oil was discovered many years later. Forty years ago when oil operations started in California all the Guiberson brothers, including Nat, went to the oil fields and worked as tool dressers, drillers and superintendents.

The offices of the plant works manager of the Guiberson Diesel Engine Company are in reality the coordination center for the operation of the many departments of this great war industry.



R. A. TURNER

where his work was the allocating of machine tools for the war program.

Previously Mr. Turner had experience in England and the Orient organizing production methods for airplane factories. This vast reservoir of experience adequately equipped him for the important position he now holds. The plant works manager is the link between executives of the Guiberson Company and the actual production of Diesel engines.

Scientific plant protection, a constant guard against possible sabotage, both from without and within is something new that has come to Texas with war-time conditions. It is the responsibility of Sidney A. Williams, as chief of the Guiberson industrial police force, to see that this gigantic new defense plant is well guarded at all times. Mr. Williams is expertly trained along the lines of his job and he maintains a 24-hour patrol along the fence lines and in the buildings of the Guiberson Company's three industrial plants.

SIDNEY A. WILLIAMS

Mr. Williams' officers not only do police duty, but they are also in charge of fire protection. Only American citizens are permitted to join this special police force and each member is fully checked and investigated before employment.

Under Mr. Williams' supervision are several specially trained private investigators who check on every applicant for employment with the Guiberson Company.

Straight from the great automotive companies of the East has come Joseph P. Zimmerle to be production manager for the Guiberson Diesel Engine Company.



JOSEPH P. ZIMMERLE

He is an official with wide experience in the production of Diesel-type engines and has served in an executive capacity with a number of companies of international repute. Everything in the machinery line at the new war plant comes under the supervision and the control of the production manager who is responsible for the speed of production and the volume of the output.

From the time that raw material arrives at the factory until the completed Diesel engine gets its final inspection, it is the responsibility of the production manager. Also under his supervision are machines, heat treating of metals, plating and other operation of branches and departments.

More than 6,500 applications for employment have been filed to date with the personnel department of the Guiberson Diesel Engine Company. William Crawford, personnel head for the new war industry says that more applications, but only from those technically qualified, will be acceptable. Preference is given to Dallas and Texas workers.

WILLIAM CRAWFORD

While the company has already engaged the services of some of the best mechanics, machinists and technical men in the nation, and is training many more, Mr. Crawford is on the outlook for other qualified men to take jobs as plant production is stepped up.

"The nearest Diesel plant comparable to the Guiberson factory is located in Indiana," said Mr. Crawford, "and not very many skilled Diesel workers are to be found in the Southwest. For this reason some of our key workmen have been brought here from other parts of the country. It has been a slow process building up a skilled organization, but we have met with excellent success.

"The company has established its own training school and the workers who are taking our courses are, in the majority, either college men or ones who have had special factory training in the automotive field. In the mechanic's classes we are employing only men who have had a minimum of five years' employment in recognized automotive jobs and we are employing machinists who have a journeyman's rating, with four years apprenticeship. We plan to continue our school until our plant is fully manned."

Ed H. Sauer is liaison man between two vital Guiberson plants. He is an expert on refrigeration and has had wide experience in sales promotion and as a radio engineer.



ED. H. SAUER

While connected with a large refrigeration and radio firm in 1930, Mr. Sauer assisted in the design, testing and computation of costs and schedules of production. Here he gained much knowledge that has been extremely useful to him in his present job which he took in 1940.

Fred Thaheld is research and design engineer for the Guiberson Company. It was he who first interested S. A.



FRED THAHELD

Guiberson, Jr., in the diesel engine, which has been perfected for army tanks.

Mr. Thaheld and Mr. Guiberson met in California in 1929, and Mr. Thaheld displayed the blue prints for his diesel engine. Mr.

Guiberson was interested to the point that he arranged for his son Allen and the inventor to meet, and after a conference it was agreed that the Guibersons would invest \$5,000 for development of the engine. To date over \$1,500,000 has been spent on the idea, but this cost is far over-shadowed by the importance of the development.

Mr. Thaheld was born in Austria, but he is a naturalized United States citizen. He has an international reputation as an airplane designer, and is looked upon as one of the foremost authorities in his line.

Under the direction of Gene C. Schick, expert in design engineering, tools for the production of the Guiberson Diesel



GENE C. SCHICK

Engine, are blue-printed in a steady stream from the engineering department. The corps of draftsmen under Mr. Schick receives pictures of the various motor parts and proceeds to design special tools for them.

In reality, this is the tool invention department for a big war industry in which instruments are continually being improved in their adaptability in order to speed up production. Ingenious tools to save time, aid the workmen and speed up production are first seen in blue prints in Mr. Schick's department. Under his direction are some of the best draftsmen and designers in the country.

The superintendent of the heat treating of the Guiberson Diesel Engine Company is C. F. Brockman, who comes to



C. F. BROCKMAN

the Dallas factory direct from the Allison Engineering Company at Indianapolis. Previous to that Mr. Brockman was with the General Motors research department in Detroit and is an expert on the heat treatment of metals.

Diesel engine manufacture calls for parts with a hard case and a tough core and the hardening of the metal parts is subjected to rigorous tests required by specifications under government regulation.

Safeguarding against waste of parts or materials an efficient salvage department functions at the Guiberson Diesel Engine Company under A. G. Tindale as salvage engineer.



A. G. TINDALE

The inspection of the various Diesel engine parts is drastic in the extreme. Specifications are absolutely adhered to and government regulations met in absolute detail. Parts which may not be absolutely correct are, of course, rejected by the inspectors.

A continuous safety first campaign will be conducted in the Guiberson Diesel Engine Company's factory for the purpose of keeping accidents to an absolute minimum. W. R. Adams, plant safety engineer, will have charge of this educational work.



W. R. ADAMS

Mr. Adams will be the chief of firemen in the shops and organize safety committees in every department and sub-division. Workers will be instructed in safety first methods and the best way to avoid accidents. If accidents occur each will be carefully analyzed so that such mishaps may be eliminated in the future. Mr. Adams will hold regular group meetings of employees in the interest of safety.

Dr. James T. Downs, a Dallas physician who has two sons serving in the armed forces of the United States, is



DR. J. T. DOWNS

medical director for the Guiberson Diesel Engine Company. In his province come measures for the protection of the health of Guiberson employes, emergency treatment in case of accident and the physical examination of all the workers.

Dr. Downs was born in Dallas fifty-four years ago, his father being one of the city's pioneers coming from Mississippi and settling here in 1870. Dr. Downs attended the San Jacinto grade school and the old Bryan High School and then went to the University of Texas where he won a B.A. degree. He studied three years at the University of Texas Medical School at Galveston and finished his medical training at the University of Pennsylvania, where he received an M.D. degree.

"Keep 'em rolling" is the slogan of the service department of the Guiberson Diesel Engine Company of which S. L. Miller is the head.



S. L. MILLER

This department's one aim is to give 100 per cent cooperation to the Ordnance Department of the United States Army. Mr. Miller says, "We aid the maintenance and repair of the Guiberson Diesel engines

in tanks of the U. S. armored forces and furnish parts to them and provide field representatives.

"We keep a factory trained expert in the field at every place where tanks equipped with Guiberson Diesel engines are in operation so that we may help the army officials as much as possible."

Mr. Miller has been with the Guiberson organization since 1931. In 1935 he became field service supervisor, working with the Ordnance Department of the United States Army in developing and perfecting the Guiberson radial type Diesel engine for tanks. Mr. Miller during the first World War served with the United States navy and was attached to the British fleet.

Park L. Grissom is head of the shipping division of the Guiberson Diesel Engine Company. He has charge of the



PARK L. GRISSOM

shipment of completed Diesel engines and parts of engines ordered for service purposes. He works in close cooperation with the stores department.

Mr. Grissom was born on a farm near Plano, Texas, and after attending the public schools there was employed by the Huey and Philp Hardware Company as shipping clerk. He resigned from that firm after twelve years service to take his present job.

A skilled machinist and an excellent executive heads the machine shops of the aircraft and oil heater division of



JOHN BISHOP

the Guiberson Corporation in the Oak Cliff factory in the person of John Bishop. He has been with the Guiberson organization for over two years and has made an enviable record in efficiency and production.

Mr. Bishop was born in Yukon, Oklahoma, but moved to Arkansas as a boy. After attending high school at Nashville, Arkansas, he entered the University of Arkansas at Fayetteville.



B. F. ZEIGLER

The general production foreman of the Guiberson Diesel Engine factory is B. F. Zeigler, a veteran with the organization. He has charge of coordinating the work of the various foremen of the many departments in the production organization in the factory. There is a foreman for each group manufacturing the various parts of the Guiberson Diesel engine and the general production foreman aids them all in their work.

Mr. Zeigler became associated with the Guiberson Corporation engineering department in 1924 and worked on the original Guiberson Diesel engine model.

R. D. Wallis, secretary and treasurer of the Guiberson Diesel Engine Company heads the official accounting department organization and is a veteran



R. D. WALLIS

Guiberson employee. When S. A. Guiberson, Jr., moved to Dallas from California in 1919 and established the Guiberson Corporation offices and plant, Mr. Wallis was one of the first men employed locally. His first work was as office boy and the department then had only four employees. Today it has over 40 workers.

Mr. Wallis' department is one of the most important in the company in that all billing covering sales and all cash received and distributed is handled here. This department also controls all inventories, keeps all financial records and has charge of the receipt and distribution of the mail.

J. M. Nixon, whose connection with the Guiberson Corporation dates back to 1923, is plant superintendent for the



J. M. NIXON

Guiberson Diesel Engine Company. His position is one of great responsibility since the entire tooling program for the big war plant and selection of machine tools comes directly under him.

Mr. Nixon supervises all design work and the making of jigs and fixtures. Under his direction the tremendous job of assembling all tools and machinery takes place.

The importance of this job and the responsibility it carries can be seen in the fact that for one part of the Guiberson Diesel engine as many as 200 plant tools may be required. There are more than 600 parts to the motor, so the production of tools and jigs is unceasing, and if the flow isn't constant a bottleneck which would slow up production could be caused.

The machinery collected by Mr. Nixon ranges all the way from a giant 10-ton milling machine to minute precision instruments.

Wayne C. Hunt is sales manager of the aircraft and heater division of the Guiberson Corporation whose recently



WAYNE C. HUNT

enlarged and remodeled factory is located in the Dallas area. This plant has its own drop hammers, forges, foundry, sheet metal works, welding department, sandblasting and pattern making machinery. It is complete in every particular for the work it is designed to turn out. Cowling for the Guiberson Diesel engine, cowling and manifolds for airplanes and tank engines are manufactured as well as the patented Guiberson oil heater. All sales of these commodities are under Mr. Hunt, who was raised in Cleveland, Ohio, and attended public schools there before entering the Case School of Applied Science where he graduated with a B.S. degree and a degree in mechanical engineering. During the first World War Mr. Hunt served in the United States Army in the aviation section, the signal corps and in the field artillery.

Clyde E. Adams is general manager and chief engineer of the Guiberson cowling plant. He is a national authority on the manufacture of cowling and exhaust manifolds and with Allen Guiberson he has successfully developed the new cowling system which is proving eminently successful for air-cooled engines. Mr.



CLYDE E. ADAMS

Adams was born in Eastland but moved to Los Angeles at an early age. After graduating from high school he did sheet metal work and became interested in exhaust manifolds for racing cars and aircraft. This interest became a serious work and it wasn't long before he was recognized as a leading authority on the West Coast. His advice and services were widely sought and at one time he was employed by Howard Hughes, millionaire sportsman to do sheet metal forming for experimental airplanes.

(Continued on Page 34)

Serving Industries New and Old

*We Are Proud of the
Guiberson Interests*

★ Industrial Machinery
and Supplies

★ Machine Tools

BRIGGS-WEAVER MACHINERY CO.

"House of Service — Since 1896"

309 North Market

Dallas

Phone C-1451
or L. D. 264



ONE of the most elaborate flower shows ever seen in the United States was staged in Dallas the latter part of March and drew attention and praise of flower lovers throughout the nation. On this page are shown five views from the show.



Dallas
Garden
Show



Draws
National
Praise



Proceeds from the floral extravaganza went for national defense. Thousands of people jammed the building at Fair Park where the show was staged from early morning to late at night. Displays included blossoms from over U. S. and from foreign lands.



AGAIN **UP** GOES WAR PRODUCTION

... as new Guiberson Plant gets under way

Every day saved in the construction of America's new plants is another day for the production of war materials. And right here in Dallas the days saved in the building of the new plant for the Guiberson Diesel Engine Co., will now be applied to the building of essential war material.

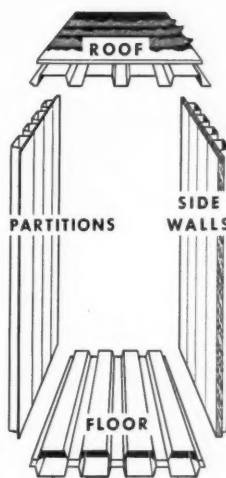
All credit to Designer J. Gordon Turnbull, of Cleveland, who added this new impetus to the Nation's war effort. This is one of several plants, manufacturing war materials, which he has built in record speed.

Gratified, too, is the Robertson Organization for the opportunity it has had to supply such a large percentage of the materials required for this job . . . Q-Deck for the roof, Q-Panels for the sidewalls and partitions, also Q-Floors . . . where quick erection has contributed much to the reduction of building time.

And because these Q-Products are of such permanent quality in a plant of great flexibility of use, their service will continue into many years of peacetime manufacturing.

H. H. ROBERTSON COMPANY
FARMERS BANK BUILDING PITTSBURGH, PA.

HOW ROBERTSON HELPED



Q -DECK
-PANELS
-FLOOR

QUICK-IN
ROBERTSON Q-PANELS
QUICK-CHANGE

Dallas County

NEW INDUSTRIAL AREA

By R. L. Thornton

Chairman, New Industries Committee,
Chamber of Commerce; President,
Mercantile National Bank

THERE is every reason to believe that all of Dallas County will be a general industrial area eventually, producing many commodities for the Dallas wholesale trade area and many other items for the nation-wide and world-wide markets.



MR. THORNTON

During the past decade many manufacturers in the North and East who offered their commodities on the nation-wide market participated in the marked trend of decentralization of their producing plants. Instead of paying finished freight rates on their products from some far-off factory to the Southwest, they inaugurated the practice of establishing branch factories for each region, or only in those regions most productive of sales. Dallas County certainly has its share of new factories from that trend. The City of Dallas was the scene of locations of many of those plants, but just as many others located outside the city. Some of them went into unincorporated areas. Others built in or adjoining some

of the numerous other municipalities in Dallas County.

In the establishment of defense manufacturing plants, the tendency to locate large and vital factories away from metropolitan limits, but near enough to a large city to enable it to absorb the increased housing demands, has been especially obvious, and we are glad to see our neighbors prosper.

We have every reason to believe that this course of establishment of factories, large and small, will continue through the war and will grow rapidly after the war, for then the Southwest will be stronger commercially and industrially than ever before.

Here I cite some of the more important factors which cause many firms to locate their headquarters or branch factory a few miles away instead of within the limits of a large city:

Lower taxes. This can be a prime factor, as the tax item easily can control the success or failure of a concern.

Lower land prices. This means much more if a factory requires a great deal of land, which even might not be obtainable in one piece in the large city.

Transportation and convenience. Since most plants of Dallas County are continually moving out their finished

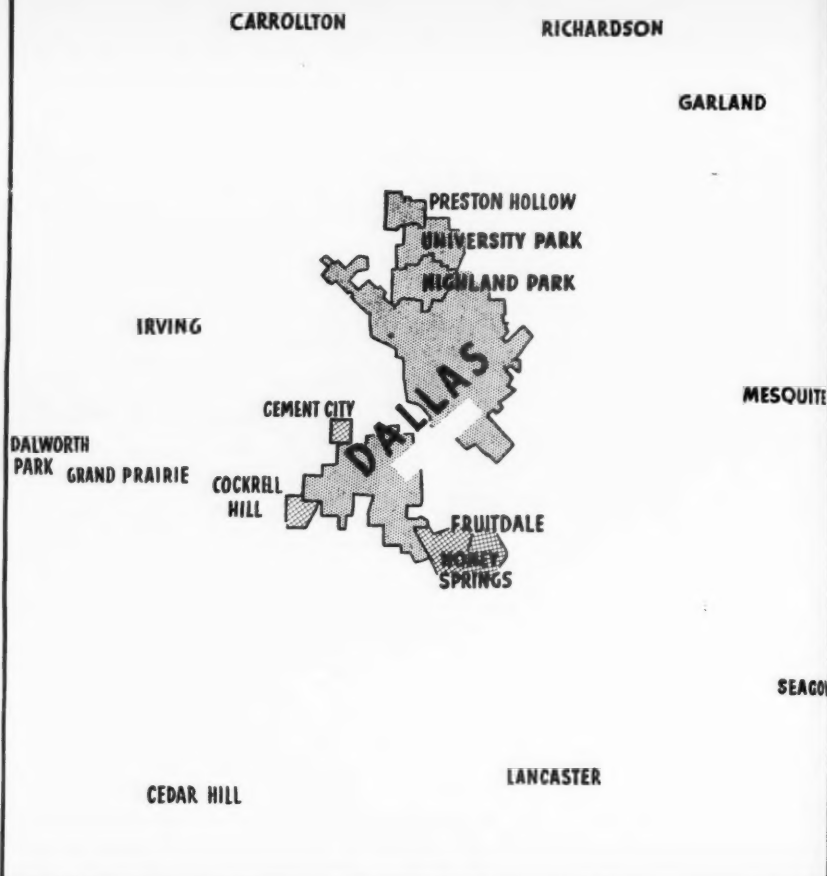
products by highway and rail, it frequently is easier for them to locate at some good highway junction on a rail line. In this way the trucks may leave for their destinations without a loss of time and fuel in city traffic, yet the rail loading and unloading service is just as good and efficient as that at the docks in the city. Similarly, such a location can be a benefit to the plant workers and executives, in their daily trips to work.

Utilities and services. Unless service facilities are unusual, most locations in Dallas County are just as feasible as tracts within the city proper. Such facilities as power, water, sewage, natural gas, etc., are available in the vicinity of almost every municipality in Dallas County. This item alone for many years has kept a majority of large industrial plants "married" to great cities which from every other standpoint are unfeasible locations.

Virtually none of these factors works against the interest of locating away from the larger city, for they all represent positive conditions.

Two Dallas County municipalities, Garland and Grand Prairie, recently have received much publicity and much general economic good from the estab-

(Continued on Page 24)



ON VICTORY!



THE PART OF *Guiberson* AND THE SOUTHWEST....

The heritage of Texas is one of courage, of daring, of loyalty to chosen ideals. Short years removed from their pioneer fathers, Texans come from fighting stock. For the Southwest was a country not easily subdued to the will of man.

Today, true to her heritage, Texas takes a leading role in the battle to protect freedom and democracy.

Her sons fight in every branch of the Armed Forces. Her citizens face their war-time tasks with the spirit and determination of a people who have never failed to accept the challenge of tyranny and oppression. The spirit of the Alamo means trouble for the Axis.

And today Texas answers the call to a new kind of fighting—the fight

for production. Her factories are quickly swinging into war-time production on a war-time scale. As Guiberson answers that call, with unprecedented power units rolling off the assembly line, the Guiberson pledge is simple and emphatic: "all facilities exclusively in the service of America until the Victory is won!"

All Texas will do no less!

Guiberson

Established 1919

N.A.A. RECORD IN DALLAS IS EXAMPLE FOR NATION

APRIL 7, 1941:

William Knudsen stood on a bunting-draped platform in the hangar of the new North American Aviation, Inc., plant near Dallas and declared: "The super-human job you Texans have accomplished in erecting this great monument to defense in 121 days is an example for the entire nation. You are to be congratulated on your accomplishment."

It was the official dedication of one of the nation's largest and most modern warplane plants. Thousands of spectators listened intently as the words of Mr. Knudsen and several other nationally-known speakers echoed through the almost unbelievable expanse that made up the new arsenal of democracy.

APRIL 7, 1942:

Today the echoes of the speakers have been replaced by the sound of the rivet gun and the drop hammer as they pound out a noisy, defiant challenge to the Axis. In the building where the speakers' platform stood a year ago there is a long line of sleek planes. Their silver sides sparkle impatiently in the Texas sun as they wait for pilots to take them aloft, some bound for military flying fields in Texas, others bound for—well, that is a military secret.

Near the ramp where several planes are being warmed up for their voyage to victory, a soldier, with bayonet fixed, patrols the fence, keeping a watchful eye on cars that travel the road beside the plant. He glances aloft for a split second as a motor roars and another North American "demon from Dallas" glides upward and on its way to add its brawn to Uncle Sam's mighty air arm.

Inside the plant the number of people at work would make up a good sized town. The closest most of them had been to an airplane before N. A. A. came to Dallas was to watch commercial airliners land at the municipal airport. Today many of them are at work on machines the likes of which had rarely been heard of in this section before the plant was built, but they are doing their jobs with the precision of veterans.

If anyone had said five years ago that Texans would be making airplanes he would have been laughed at and told

that there wasn't enough skilled labor available in this natural agricultural area for such a project. That same cry had been heard many times until North American came to Dallas and now this



MR. KNUDSEN on April 7, 1941, at N. A. A. Plant Dedication

section is enjoying a nation-wide reputation as a new industrial frontier where the workmen are easy to teach and take a refreshing pride in their jobs.

On one of his many trips to Dallas, J. H. Kindelberger, president of N. A. A., remarked during a tour of the new plant: "I have never seen people so readily adaptable to the task at hand as these

Texans. They're quick to learn and they do their job with a thoroughness that is a downright thrill."

He was speaking of men who had formerly been store clerks, farmers, cow punchers, automobile mechanics, three-letter college athletes, barbers, photographers and just plain unemployed. He was also speaking of the women, yes, the women, standing at the work tables or sitting at their machines dressed in their trim defense uniforms.

Out at North American the hand that was made to rock the cradle is now helping to sock the Axis. Women are doing jobs there that were meant only for men in Dallas a year ago. Finger tips that once looked dainty and feminine under highly polished nails are grimy now from handling tools and airplane parts, but the women are just as enthusiastic about the job at hand as the men and they're just as anxious to see that the production schedule is met as the chief foreman.

Many of the women in the plant have husbands or sons in the service and they feel that by working at N. A. A. they are doing their part on the home front while their men are at the battle front.

On April 7 a year ago three planes stood on the North American flight ramp. They had been turned out ahead of schedule by a skeleton crew and they were proudly turned over to the army as movie cameras and sound equipment recorded the event.

(Continued on Page 24)



Teamwork
gets results
at North
American
Aviation, Inc.
plant



Guiberson

Says:

OK



GUIBERSON DIESEL ENGINE COMPANY
1900 FOREST AVENUE & DALLAS

National Concrete of Texas, Inc.
Gulf States Building
Dallas, Texas

Gentlemen:

Congratulations are certainly in order for your efficient organization. We are now even more than ever aware of the splendid job that you have done. We know that we were fortunate to obtain the services of your organization in the building of our new plant.

An organization of any smaller calibre or less experience could hardly have made the deadlines and come through with such a splendid job ahead of time.

Our sincere thanks and best wishes. We now know that some 'fightin' tanks are going to get a crack at the axis a lot earlier than we thought.

Sincerely,

GUIBERSON DIESEL ENGINE CO.

A. A. Guiberson, Jr.
A. A. Guiberson, Jr.

SAG:DT

TODAY the eyes of Texas are upon Guiberson. All the Southwest takes pride in the Guiberson accomplishment as a symbol of the competence and vigor with which Texas is playing her part in this conflict. . . . We are more than ordinarily proud of our part in the building of the new Guiberson plant because of the significance of this project. As Guiberson swings into mass production of its incomparable diesel engine, Texas strikes another blow at the axis, which is but a sample of many blows a'coming. . . . Our congratulations to Guiberson and to Texas.



National Concrete of Texas

INCORPORATED

GENERAL BUILDING CONTRACTORS

VICTORY SPECIAL TO ROLL OUT OF DALLAS APRIL 19

"YOU'RE DOING a good job. Keep it up."

That is what over 60 Dallas businessmen will tell the citizens of 27 Texas towns and two in Oklahoma when the "Victory Special" rolls west across the state from April 19-24.



MR. ENGLISH Dallas has been taking the pledge of friendship and co-operation to other cities throughout the state by way of business tours for the last 40 years and testimony of our success is the fact that Dallas is recognized as the manufacturing and wholesale center of the Southwest. Another gain realized from these expeditions is our title as the "Friendly City."

But things have changed since our last trip. We remember Pearl Harbor and we remember what has followed and the time has come when we must forget personal gains and weld ourselves into a united nation in order to muzzle the Axis mad dogs. With this in mind we have changed the objective of our tour and when we pull out of Dallas to begin our 41st tour this year we will have but

By Henry E. English
General Chairman, 41st Annual
Dallas Business Tour

one purpose. We want the cities we visit to know that we appreciate the sacrifices they are making and the hard work they're putting into the war effort. We also want these cities to know that we are behind them and we want them to support us, too. It is through such unified effort that victory will be won.

From these other cities have come many of the men and women who are employed in the gigantic defense industries surrounding Dallas. To these small towns from our manufacturing plants and wholesalers go much of the machinery and materials they need to carry out defense contracts or to service the increased population brought on by big army camps, ordnance depots, flying fields, etc.

To be frank, there was a good deal of discussion this year as to whether we should have a trip. Some of the regular "trippers" felt that we shouldn't ask the railroad to sacrifice equipment it might need for defense transportation for a project of this kind. It was recalled that the trip was cancelled one year during the first World War due to congestion on the railroads and we were willing to

do the same thing this year if necessary. However, the railroad pointed out that it had ample equipment and the schedule for our train could be arranged so it would not hamper defense travel in any way.

With this question settled we immediately set out to make the 1942 trip one that will go down in history as a morale booster and one that will be a direct benefit to the defense program.

Too often the great effort and sacrifices that other communities make in times like these are forgotten in the hustle and bustle to complete a job. Many of the things they do are taken for granted and I, for one, hope that our trip this year will help alleviate this. We must remember that there are many more smaller communities than there are larger cities in this state and banded together in a mighty effort these little municipalities wield a gigantic force. If one took the trouble to analyze the situation I expect he would find that actually these smaller cities on the whole play a much greater part in the final outcome of our defense program than do the larger cities.

As usual, the 1942 trip will be sponsored by the Dallas Chamber of Commerce and the Manufacturers and Wholesalers Association. It will be conducted on a split second basis, with parades forming on a definite schedule and with performances and speeches taking place at designated times in each town. Our schedule must be followed closely in order for us to cover our vast territory in the five days specified. In this length of time we will travel nearly 2,000 miles and the cities we will visit have a combined population of nearly 400,000.

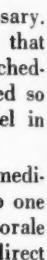
Both our entertainment programs and speeches this year will be built around the victory theme. That is the paramount thought in our minds today and we want to dwell on it in every manner possible until it becomes a reality.

(Continued on Page 40)



The Cass County Kids are always among the most popular entertainers taken on the Dallas tours. They are featured over station WFAA.

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1942

EXPERIENCE ... not Experiments

... is the Key to Today's
Efficiency

■ ■ ■

NO BUSINESS MAN would think of trying out a new man for the job, each time a certain operation was repeated in his business.

Craftsmen turn out their finest work when they become thoroughly familiar with the task at hand.

That is the reason we so often repeat the advice to "Stick to Your Regular Printer."

Once he learns how to do your work the way you like it, you'll save both dollars and time by considering him as a regular part of your organization.

If you have not yet found that kind of printing connection — call us!

■ ■ ■

Robert Wilmans
PRINTING
LITHOGRAPHING » PHOTOGRAPHING

PHONE
RIVERSIDE-5244

1013 ELM STREET
DALLAS

Garland

(Continued from Page 9)

year, with some three or four hundred more either under construction or planned for immediate construction.

Planning and zoning commissions were recently appointed by the city council and engineers employed to assist in zoning the present city and planning for its future expansion. The people here are more interested in having the city grow properly than rapidly, and that adequate educational and other cultural facilities be provided as required. Although it is expected that other desirable industries, like those already acquired, will be interested in locating here, the hope of the citizenship is that it will attract home owners and that its rural atmosphere will always be retained.

Dallas County

(Continued from Page 18)

lishment of large factories in their immediate areas. There is no reason why, in fact it is probable that soon others—Lancaster, Irving, Carrollton, Farmers Branch, Richardson, Vickery, Mesquite, Seagoville, Cedar Hill and the rest—will be the hosts for establishment of branch or headquarters factories.

And this need not upset the economic balance of our county. Dallas originally was an agricultural county, and still has a favorable acreage in production of foodstuffs, animal feeds, and cotton every year. Remember that our natural gas, our good utilities, and co-operative community aid to industries keeps them from ruining our farms and homesites and that some areas in Dallas and Dallas County actually have been beautified and generally benefited by the location of factories there.

North American

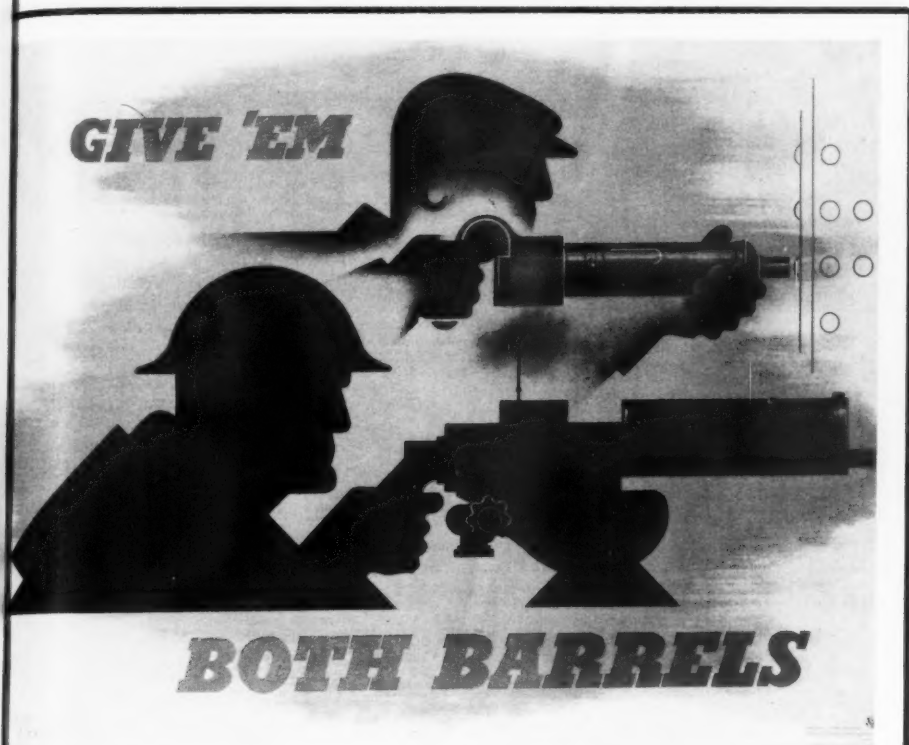
(Continued from Page 20)

Today planes are wheeled to the flight ramp at staggering rate and the number will continue to mount every week, every month as the plant's capacity is geared higher and higher to meet the pressing demand.

The job that made the average man gasp at its magnitude a year ago is taken as a matter of course today. The job that looks big now will be routine 12 months hence.

In a year North American has helped blaze a trail to Dallas that is certain to become a new gateway to a fertile land for national industrial development.

Signs Of Our Times



The very soul of every United States citizen is bent today to but one task — VICTORY. Daily the goal comes nearer as defense plants speed production, more troops depart for the battle line and the people at home cheerfully make the necessary sacrifices.

Reason for our success is graphically depicted in the posters on this and the following three pages. They show the co-operation that can be achieved through the American way of life and they show why that way is the right way.

From store windows and the walls of offices and defense plants throughout the nation these posters cry more forcefully than words: "WE WILL WIN."



Photographed by ROBERT WILMANS

DEFENSE
needs **RUBBER**

SAVE YOUR TIRES



YOUR PART ▶

GET THE MOST OUT OF YOUR TIRES
ASK ATTENDANT TO TELL YOU HOW



KEEP 'EM ROLLING!



UNITED STATES



TIME SH

**WE ARE
IN TWO**

**We are in
allway**

Every single man and
is a partner in tremen-
undertaking our can
We must share the bur-
and the good defeats a-
victories—the virtues

(President Roosevelt, December 1941)

Lithograph **MAN**

ED STAND



E SHORT



E NOW
TWAR

We ain't it
allway

single man and child
rtner in tremendous
aking African history.
st share the bad news
good defeats and the
s—the fortunes of war.

(Roosevelt, December 9, 1941)



Elizabethtown



KEEP 'EM ROLLING!



WANTED For VICTORY

Waste Paper
Old Rags
Scrap Metals
Old Rubber
GET IN THE SCRAP

SELL TO A COLLECTOR OR GIVE TO A CHARITY

Take your place in
Civilian Defence

Lithographed by ROBERT WILMANS

**San
Win**

San
build
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DALLA

Sand-Bag Barricades Built With Asphalt-Sand

Sand bags for barricading important buildings in San Francisco against air-raid damage are being filled with a combination of sand and asphalt, rather than sand alone.

The mixture is highly resistant, the San Francisco Department of Public works reports, can be tamped into shape, and most important, within a short time becomes so stabilized that it will not run or disintegrate when the burlap bags are cut or rot away.

A very small amount of asphalt cement, about 3 per cent, is mixed with fine sand. The mixture is heated with regular asphalt-heating equipment, and can be sacked by a two-man crew at the rate of 200 bags an hour. The sacks are filled only to about 60 per cent of capacity, with approximately 160 pounds of the mixture, so that plenty of free play is left for tamping into position in the barricade.

Sand-bag barricades have needed frequent replacing, particularly if the sand was wet, because the burlap rotted quickly and the sand ran off.

Facts About the Public Highways

In recent years more than 10 per cent of the total retail trade in the United States has been generated in connection with motor vacation travel, according to the American Automobile Association.

Communities numbering 48,000 in the United States depend solely upon highway transportation for the movement of persons and goods to and from their confines.

American railroads own and operate more trucks on the public highways than the number of locomotives running on their tracks.

Three states—Iowa, Oregon and West Virginia—will vote this fall on proposed constitutional amendments to guarantee that all automotive tax funds shall be used exclusively for purposes of road financing. Eleven states already have adopted such amendments.

The hauling capacity of trucks now on American highways is estimated to be about 50 times as great as the trucks in use when the United States entered the World War in 1917.

The 1,925,000 tractors on American farms are speeding up food production so greatly that the United States will be able to supply the Allies with large amounts of food.

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DALLAS

HOME OFFICE

TEXAS



RAOUL JOBIN as Don Jose in "Carmen"

By Arthur Kramer
President, Dallas Grand Opera Association

DALLAS' high morale and its determination to continue insofar as possible with rational living while giving its greatest united effort toward the job of winning the war is reflected in the response of the community to the announcement that the Metropolitan Opera Company will be brought back for its fourth annual visit in April.



MR. KRAMER

Dallas is giving everything in its resources of manpower, industrial co-operation and financial reserve to the war effort. Doing this, the community is sanely and patriotically refraining from nervous anxiety for the future and is continuing with those enterprises which contribute toward the people's morale and maintenance of normal activities.

Personal tribute from civic leaders and editorial comment in the local press have congratulated the Dallas Grand Opera Association not only on continuing its annual opera but on extending the season to five instead of the usual four operas, running four instead of the customary three days.

Since the opening of the box-office on March 1, Southwesterners have demonstrated their appreciation of the opportunity to hear once more the best that the world affords of this greatest and

FOURTH ME TO BE GREAT

most spectacular of the fine arts. These visits of the Metropolitan from New York are making cultural history that will be to the community's credit when peace is won again. These musical experiences are not only making for the cultural enrichment of the region and establishing Dallas' prestige beyond all claims as the musical and cultural center of the Southwest, but are showing



JARMILA NOVOTNA in "Don Giovanni"

how widespread the appreciation here for great music has become.

Far from serving only the immediate locality, the extent of the community's influence in this enterprise is shown by the radius from which opera patrons are drawn to Dallas. An average annual attendance of around 20,000 patrons has come from 155 Texas towns reaching from the Rio Grande to the Red River and from the Panhandle to the Mexican border. Across these boundaries have come music lovers from eleven states and one foreign country, including four points in Mexico, thirty-three towns of Oklahoma, seven in Arkansas, five in New Mexico, three each in Louisiana and Tennessee, two in Kansas and one city each in California, Colorado, Mississippi, Arizona and Nebraska.

This year Dallas will serve an even larger region than in the past. Due to the requisitioning by the army of the huge New Orleans civic auditorium, that city was forced to cancel its projected opera season. Thus will Dallas, the westernmost point on the brief spring touring itinerary, serve an expanded area, with a locality no nearer than Indiana on the north and Alabama on the east having the privilege of presenting the company. The seven other cities on the tour are Baltimore, Boston, Cleveland, University of Indiana at Bloomington, Birmingham, Atlanta and Richmond, Virginia.

A rich fare is in store for the 1942 season. The five operas and their casts have been carefully chosen to offer a variety of type from the store of great musical literature, sung by some of the greatest voices on the Metropolitan roster.

It is fortunate that Dallas will again have the opportunity of hearing Lily Pons, the greatest coloratura soprano of her day. Many who wished to hear her had to be turned away in the last two seasons when she shattered local box-office records and brought to Fair Park Auditorium the largest attendance it has ever accommodated for a paid perform-



LILY PONS in "Lucia de Lammermoor"

MY VISIT GREATEST OF ALL

ance. Her offering to open the season Wednesday evening, April 15, will be "Lucia di Lammermoor," the role in which she made her sensational debut to America ten years ago and which, since that time, she has made securely her own in Metropolitan repertoire.

With the charming French soprano will be heard Jan Peerce who has been, emphatically, the "find" of the Metropolitan season at home.

Last season's "Le Nozze di Figaro" was called by local critics "the greatest single operatic presentation in Dallas musical history," and the success of this delightful operatic novelty inspired the inclusion this spring of another Mozart piece, "Don Giovanni," which rivals Figaro for popularity. It will be heard Thursday evening, April 16. Giovanni, typical of Mozart operas, requires a star-studded cast and Dallas will have the opportunity of hearing Rose Bampton, ranking Metropolitan soprano, and Josephine Antoine, young American coloratura, in their local operatic debuts. With them will be such established favorites as Jarmila Novotna, Charles Kullman, Salvatore Baccaloni and Norman Cordon. Further interest for Texans attaches to this opera in the fact that Mack Harrell, a native of this state

and now a rising young Metropolitan baritone, will be included in the cast. Large parties of old friends from his birthplace, Celeste, and from Greenville, where he attended school, are coming to Dallas especially to hear their town prodigy.

Bizet's "Carmen" which, with "Faust" is the most frequently repeated opera in the Metropolitan repertoire in New York



SALVATORE BACCALONI
in "Il Barbiere di Siviglia"

Castagna, perhaps the greatest contralto on the Metropolitan roster.

The final performance Saturday evening, April 18, will be Rossini's "Il Barbiere di Siviglia," a classic opera bouffe enlisting an all-star cast with Bidu Sayao, the leading lyric soprano of the day; John Charles Thomas, foremost American baritone whose appearance here in opera is overdue; Bruno Landi, the distinguished tenor; Ezio Pinza, the incomparable basso, and Salvatore Baccaloni, the portly and inspired basso buffo.

An impressive tribute to Dallas for its contribution to American musical leadership came early this season when the Metropolitan saluted this city on one of its Saturday afternoon nation-wide broadcasts. Thus was given further proof that Dallas' Metropolitan Opera Season has truly become established as one of the major civic undertakings and cultural achievements of this part of the country, recognized both regionally and nationally.

Such credit to the community justifies the faith of the Dallas Grand Opera Association in inducing the Metropolitan three years ago to put Dallas on its tour. The group of civic leaders who have made the engagements possible by their backing and support have thus contributed something tangible and of lasting value to their community's prestige.

This year saw an increase of \$20,000 in this group's underwriting figure for 1942 over the 1941 sum, and the addition of seven new members to the under-

(Continued on Page 28)



JOHN CHARLES THOMAS
in "Il Barbiere di Siviglia"

City, will be the offering Friday evening, April 17. It will introduce the new Belgian soprano, Lily Djanel who, escaping from Paris only six days before the Nazi invasion, fled to America and was at once accepted by the Met as a laudable addition to its roster. "Carmen" will also give Dallas a first hearing of Licia Albanese, excellent lyric soprano, and will bring back Raoul Jobin who made a personal triumph in "Daughter of the Regiment" last spring.

The grandest of grand operas and certainly the most spectacular is Verdi's "Aida," scheduled for the matinee Saturday, April 18. An excellent cast will include Stella Roman, Rumanian soprano who has risen to great heights in only two years in this country; Arthur Carron, gifted English tenor; and Bruna



STELLA ROMAN in "Aida"

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WORLD-FAMOUS ENGINEER SPEEDS WAR PRODUCTION

J. GORDON TURNBULL, who has been consulting engineer for the Guiberson Diesel Engine Company factory, is one of the world's leading personalities in his profession.

Ever since he first gained recognition as a young man for his work in construction of major hydro-electric plants on the Pacific Coast, Mr. Turnbull has been regarded internationally as an executive consultant in erection of industrial buildings.

He is well known on the Texas scene, for in 1940 and 1941 Mr. Turnbull was construction consultant for North American Aviation of Texas, and since has directed similar work for that firm at Kansas City. He returned, however, to give his talents to the Guiberson project.

A native of San Francisco who grew up on a California ranch, Mr. Turnbull was both son and brother of prominent mining engineers. Thus, he was inspired to become an engineer himself. Before launching his professional career he spent three years studying in foreign lands, where his mentors included Dr. Maximilian Schumann, the famous European engineer.

Following his early experiences in hydro-electric construction, Mr. Turnbull set up headquarters at New York as consultant on all types of industrial construction. Since, he has done work in numerous foreign countries, including Russia and Japan, and has supervised large construction jobs in Alaska.

When the Soviets were pushing their



J. GORDON TURNBULL

five-year plan, he designed and oversaw building of several important Russian factories, including automobile and ordnance plants, steel mills, and hydro-electric power plants.

His work in the United States has included designing and supervision of building automobile factories, airplane manufacturing and assembly plants, and others for creation of diesel engines and power.

Before he did his first work in the Dallas area, Mr. Turnbull was in charge of construction of a plant in Indiana for the Allison Engineering Division of General Motors.

Opera Season

(Continued from Page 27)

writers' committee, although no effort had been made to expand either the figure or the list. With 120 business and professional men and industrial firms backing the civic-sponsored enterprise, voluntary underwriting reached a total of \$177,750.

There is no expense to the underwriters in presenting the opera except, in the case of a box-office deficit in any season, they would absorb the shortage by pro rata assessments against themselves. Thus far there has never been the necessity for an assessment since each season has seen all expenses paid and a small balance in hand. This has been banked annually as a "cushion" against a possible deficit in some future season.

Two new directors added to the board this season are Tom C. Gooch and Col. H. E. Stewart. The 1942 officers of the association are W. J. Brown, W. L. Prehn and E. P. Simmons, vice-presidents; F. F. Florence, treasurer, and B. G. Habberton, secretary. Other members of the board, in addition to those above named, are Nathan Adams, J. B. Adoue, Jr., A. H. Bailey, Fenton J. Baker, John W. Carpenter, T. M. Culum, George B. Dealey, W. A. Green, Jr., Karl Hoblitzelle, D. A. Hulcy, D. A. Little, Herbert Marcus, G. L. MacGregor, B. F. McLain, C. F. O'Donnell, J. B. O'Hara, John G. Pew, Edward M. Polk, Lawrence Pollock, Eli Sanger, Otto Schubert, R. G. Soper, R. L. Tayloe, E. R. Tennant, R. L. Thornton and Edward Titche.

FRANK SHAW VETERAN ON U.S. DEFENSE FRONT



FRANK H. SHAW

FRANK H. SHAW is a veteran of two wars in the business of supplying the men behind the guns with their ships, airplanes, and other necessities of offense.

Mr. Shaw, Defense Plant Corporation Supervisor of Construction for the Guiberson Diesel Engine Company, is no stranger in Dallas, nor in the national picture of defense construction.

A Houstonian in recent years, Mr. Shaw came to Dallas at the beginning of construction for North American Aviation, Inc., of Texas, and saw that large

factory rise in 121 days from a muddy cornfield. He remained at the N. A. A. plant as DPC Construction Supervisor until October of 1941, when he left to supervise the big Guiberson job for the Defense Plant Corporation. He was placed in charge of that job in September.

Mr. Shaw was away from the Dallas area from Nov. 15, 1941, until February, 1942.

During that absence he served in Washington, Salt Lake City, and Chicago, as Supervising Engineer on the Columbia Steel project and returned here. Now, he has been reassigned and has moved back to the North American plant at Grand Prairie.

Mr. Shaw has two mementoes of World War I and World War II which signalize his part in production behind the fighting fronts. One is a watch given him in recognition of his supervision of an \$18,000,000 shipyard at Port Newark, N. J., in 1917 and 1918. The other is a watch given him by President J. H. Kindelberger of North American Aviation for his supervisory services.

Mr. Shaw is a native of Rhode Island. He is a life member of the American Society of Civil Engineers, and practiced his profession at Houston for several years before joining the staff of Reconstruction Finance Corporation in 1940.

System Will Transport 200,000,000 Barrels of Oil

Nearly 200,000,000 barrels of crude oil and petroleum products will be moved on the more than 5,000 miles of the Mississippi Waterways System to inland refineries and markets in 1942, helping to relieve the railroads now when they are so burdened, and when tank cars are needed in unprecedented numbers for West Coast and East Coast services to replace tank ships.

The increase in the movement of petroleum on the inland waterways has been phenomenal, according to reports of the Board of Engineers. The estimated 1942 total will be more than four times the less than 50,000,000 barrels moved in 1933. Not only has transportation on the main waterways increased spectacularly—new oil ports, such as Minneapolis-St. Paul, have been opened up within the past two or three years. Prior to 1939, scarcely any petroleum moved into the Twin Cities by water.

Mobile Army Maneuvers With Oil Company Maps

Cartoons and jokes have poked fun at the mobile army with imaginary situations involving services given by roadside service stations, but apparently there is truth as well as humor in the use of oil-company road maps by the Army's motorized forces. One large oil company alone has reported that its tourist service gave almost 275,000 road maps to the Army in answer to requests from various units.



Congratulations TO GUIBERSON DIESEL ENGINE COMPANY

We are proud of our part in furnishing gears for their fine engine which plays a vital role in the war program.

Also, we are proud to say that through the efforts of our representative, Mr. Dee E. Humphrey, president of the Humphrey Corporation, Dallas, Texas, we have purchased hundreds of tons of alloy steel castings manufactured in Texas and delivered to us in Chicago. Mr. Humphrey's inventions of gears and oil field equipment are nationally recognized. His unceasing efforts and ours are now centered on production for National Defense.

GUNNAR E. GUNDERSON,
Vice-President and General Manager,
BRAD FOOTE GEAR WORKS, Inc.,
Chicago, Illinois.

Statistics Chart Dallas' Growth

These statistics are for Dallas, Highland Park and University Park only and do not include such towns as Grand Prairie (site of the \$7,500,000 North American plane plant and \$1,000,000 Naval Base) Garland, Cockrell Hill, Pleasant Mound and other nearby communities.

Population

1940 Census (Greater Dallas)	360,212
(Metropolitan Area)	376,548

Bank Debits

	1941	1942
January	\$ 304,493,000	\$396,888,000
February	266,539,000	356,134,000
March	303,792,000	
April	311,555,000	
May	319,751,000	
June	311,112,000	
July	330,799,000	
August	319,332,000	
September	342,143,000	
October	423,238,000	
November	371,839,000	
December	471,787,000	
Total	\$4,076,380,000	

Bank Clearings

	1941	1942
January	\$ 287,023,080	\$376,600,346
February	248,895,325	341,873,408
March	288,663,655	
April	292,033,655	
May	301,183,323	
June	288,747,359	
July	310,343,906	
August	302,679,715	
September	326,941,056	
October	375,716,902	
November	343,547,473	
December	389,769,636	
Total	\$3,755,545,085	

Postal Receipts

	1941	1942
January	\$ 408,351	\$ 400,610
February	384,636	373,988
March	396,608	
April	406,204	
May	415,186	
June	360,281	
July	387,651	
August	382,049	
September	427,844	
October	459,204	
November	387,323	
December	546,411	
Total	\$ 4,961,748	

Building Permits

(Greater Dallas)	1941	1942
January	\$ 1,048,691	\$ 2,433,784
February	971,557	904,952
March	1,068,405	
April	1,142,093	
May	1,528,696	
June	1,160,812	
July	1,022,773	
August	2,214,953	
September	1,120,644	
October	2,778,473	
November	1,706,197	
December	1,501,276	
Total	\$17,264,570	

Water Connections

	1941	1942
January	81,284	83,861
February	81,552	84,148
March	81,817	
April	82,091	
May	82,481	
June	82,764	
July	82,945	
August	83,174	
September	82,843	
October	83,172	
November	83,429	
December	83,715	

Telephone Connections

	1941	1942
January	101,940	109,120
February	102,713	109,484
March	103,574	
April	104,077	
May	104,419	
June	104,556	
July	105,153	
August	105,963	
September	107,273	
October	107,852	
November	108,380	
December	108,810	

Electric Meters

	1941	1942
January	91,215	96,250
February	91,912	96,497
March	92,128	
April	92,590	
May	93,233	
June	93,806	
July	93,925	
August	94,436	
September	94,940	
October	95,413	
November	95,793	
December	96,290	

Defense Bonds and Stamps

January	\$4,622,756.36
February	2,336,124.25
March	
April	
May	
June	
July	\$ 743,840.25
August	776,790.95
September	992,898.75
October	893,525.65
November	837,773.02
December	3,494,758.10
Total	\$7,739,586.72

School Enrollment

1935	54,367	1939	54,313
1936	54,466	1940	53,701
1937	54,529	1941	53,701
1938	53,959		



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BY DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

IF CONGRESS should enact a law which would persuade a large group of men and women to save \$300,000,000 a year by not getting married, or by securing divorces if already married, we might feel that the war had unpleasantly affected the mentality of our lawmakers



MR. MILLER

and that we should regretfully call the wagon. After years, decades, and even centuries of spiritual and secular progress toward ennobling the institution of marriage, we should feel surprised at this late date at any proposal in our highest law-making body to penalize marriage and thus inferentially encourage a less conventional relationship.

Without impugning the thought processes or good faith of those suggesting such a thing, it should be reported that such a proposal has in fact been advanced by the Treasury of the United States and is now before the Ways and Means Committee of the House. It is not entitled, of course, "an act to tax certain citizens of the United States for the privilege of being married." It is described as a proposal for "mandatory joint returns," and is designed to produce more revenue; but, however defined and intended, this seemingly innocuous proposal can be said, literally, to cover a multitude of sins.

The proposal would require each husband and wife to make a joint tax return on their combined income, rather than permit each to file a return on that portion which belonged to him. This would push a number of married couples

into higher taxation brackets, and the Treasury has estimated that its coffers would be enriched by some \$300,000,000. This is another way of saying that those couples would be better off to that extent if they were divorced, and that potential husbands and wives would be better off to a proportionate degree if they chose not to have the benefit of clergy.

On economic and legal grounds the Treasury proposal is no less vulnerable. Under existing law the Federal Government levies a tax on all income from every source of the individuals taxed. The right of every individual to own property and to pay taxes on that property is a right guaranteed by both statutory and constitutional law, and the Supreme Court has frequently held invalid legislation almost identical with this joint returns proposal.

It is not surprising that women's groups and church organizations are becoming aroused against this proposal. If enacted, it would undermine the patient efforts of generations of women to secure equal rights with men before the law. It would represent a mandatory merging of the wife's entity with that of her husband. It would penalize the marital relationship. It would violate economic and legal rights and moral and social standards, and yet would yield only about three per cent of the total amount of revenue sought by the new tax bill.

Texas has a particular interest in this issue because it is one of the eight community property states whose fundamental conceptions of the marital status would be peremptorily destroyed. The community property states differ from the common law states in that each spouse owns half of the property accumulated by both subsequent to their marriage. This advanced concept of the rights of women is of Latin origin and was incorporated into the fundamental law of Southwestern and Western states even prior to their admission into the Union. In Texas it was part of our basic law as an independent republic.

It has been repeatedly recognized by the courts that each state, and not the Federal Government, is empowered to fix the marital status within its boundaries. Accordingly, Texas and all states have determined the marital status of their inhabitants for more than a hundred years. It so happens, however, that in protecting the rights of women by conveying to them one-half of the property accumulated after their marriage, the community property states unwittingly

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SKF

BEARINGS



tingly created a condition which rebounded to the advantage of their citizens years later when the theory of taxation of income came into existence. It is an advantage only in the computation of the tax, and is offset by the added responsibilities of citizenship which the community property principle entails.

The Federal Government may levy a tax upon income, but the determination of the ownership of that income comes within the jurisdiction of the separate states. If the community property states should follow one course, and the common law states another, it is their constitutional privilege to do so. But the community property states, outnumbered five to one, are nevertheless continually on the defensive; and it is not unlikely that the Committee or Congress may pass up the politically explosive issue of joint returns to jump on the little fellow: community property.

Hearings on the issue of joint returns will be held before the Ways and Means Committee on March 25 and 26. Texas and other States can be expected to resist this attack upon one of the most important rights remaining to the once-sovereign states.

Urges Use of School Buses For Defense Workers

The great new manufacturing plants for war production that have been or are being erected have created tremendous new problems with respect to the transportation of workmen to and from work. Joseph B. Eastman, director of defense transportation, has told the American Transit Association. These problems are accentuated, he said, by the fact that many of these new plants and defense housing projects were located with principal reliance upon the private automobile as the means of transportation.

The defense transportation director urged the staggering of business hours and even of school hours, so that buses and other mass transportation facilities can be utilized to the utmost. If school hours can be adjusted so they do not coincide with industrial hours, it would be possible, he said, to utilize the nation's 80,000 school buses to carry workers to and from defense plants.

Matthew Westphal, an employee of the Westinghouse Lamp Division at Bloomfield, N. J., has suggested changes in the manufacture of gunsight lamps for the Army which increased production 2,000 per cent.

Messrs. ALLEN and GORDON GUIBERSON
of the GUIBERSON DIESEL ENGINE CORPORATION

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Southland Life
INSURANCE CO.

A. MORGAN DUKE, President
HOME OFFICE—DALLAS

Guiberson Workers

(Continued from Page 14)

R. G. Taylor, engineer, and one of the key men in the Guiberson organization, has served as superintendent of construction of the



R. G. TAYLOR, JR.

great new Diesel engine factory in the Garland area representing the Guiberson Diesel Engine Company and cooperating with the contractors. He has worked night and day to expedite the work on the great new war industrial plant which was built within the brief time limit set. After the full construction of the plant Mr. Taylor will return to his important position in the Guiberson Corporation engineering set up.

Mr. Taylor was born in Los Angeles, California, and after attending school there studied engineering at the University of California at Los Angeles, the University of Southern California and at Whittier College.

Harry S. Zane, Jr. is vice president of the Guiberson Diesel Engine Company in charge of the Chicago office. Much business of the company is transacted through the Chicago office since Guiberson Diesel engines are in production in Illinois.



HARRY S. ZANE, JR.

Mr. Zane was born in Kansas City, Missouri, and received his education there. At various times he has been associated with Simonds, Shields, Lonsdale Company, the Amerada Petroleum Company, and the Superior Oil Company. In 1928 he became associated with the firm of Mattison and Davey, accountants, in their Tulsa, Oklahoma, branch office and in 1937 was transferred to the Dallas office of this nationally known company. He left Mattison and Davey in 1940 to join the Guiberson Diesel Engine Company.

The stores department, or the stock room, of the Guiberson Diesel Engine Company is in charge of A. H. Sterner,



A. H. STERNER

who is responsible for the thousands of parts and the material upon which the manufacture of the Diesel engine depends. All parts and material are received by the stores department from the shops in which they are made and this department is responsible for engine parts through the inspection routine. When the various parts are returned from the inspectors as being approved and perfect in every detail the stores department wraps them and puts them away for issue to the mechanics making assemblies and sub assemblies. These parts while in storage are fully protected from dust, dirt and dampness and they vary in size from the smallest of steel screws to entire crank shafts for the big engines. Mr. Sterner is responsible for keeping the factory fully stocked at all times.

The maintenance division of the new Guiberson Diesel Engine Company factory is headed by W. R. Coker, whose



W. R. COKER

duties have a factory wide scope and concern directly almost every department. Mr. Coker supervises all the buildings and all the service. He has charge of the installation and the upkeep of the vast volume of machinery of all types needed to manufacture Diesel engines and must keep the machines operating and in good repair. His department also has charge of power distribution, the air conditioning machinery and the fire prevention equipment. Under Mr. Coker is the janitor service, the greasing and oiling of all machinery, the maintenance of the grounds and parkway, all new construction, the electrical plumbing and millwright equipment. He also has charge of all rolling stock.

The engineering department of the Guiberson Diesel Engine Company is responsible for the quality and efficiency



H. H. MCKINNEY

of the Guiberson Diesel engine from its conception on a blueprint until it's installed in a U. S. Army tank ready for battle. H. H. McKinney is in charge of the engineering work at the Dallas plant of the company and serves under W. M. McLaurin, chief engineer.

The work of the engineering department covers all design and specification details for the radial type engine.

Skilled operators in Diesel engine construction will be turned into specialists in the Guiberson Diesel Engine Company's training school, which is headed by J. M. Radkey.



J. M. RADKEY

Young Texans from the farms and ranches and from the offices and the stores who have an aptitude for mechanical training will be taught to operate Diesel building machinery.

The training school will provide a constant flow of skilled labor for the new defense plant.

W. M. McLaurin, an expert on radial Diesel engine design is chief engineer for the Guiberson Diesel Engine Company. Under his direction plans for the manufacture of the Guiberson engine are produced and his department is the very core of Diesel engine manufacture. Mr. McLaurin not only has charge of the Guiberson Diesel engineering work at the Dallas factory but also in Illinois, where Guiberson engines are being built by the Buda Company, under manufacturers agreement.



W. M. MCLAURIN

(Continued on Page 43)

A TRIBUTE TO MEN OF VISION—

The Guibersons

Our hats are off to these men of action and foresight for their great development of the Diesel engine. They have spent millions of dollars, and their engineers have spent unlimited time to make flexible and perfect the Diesel engine.

Upon men like the Guibersons, dependable for "all out" war production, the fate of our nation depends. The Guibersons' faith in their product has enabled them to come to the aid of the government, and to the people of the United States, in this hour of greatest need.

Their great faith in Dallas, their civic pride, their loyalty to Dallas—its people and its business institutions, has been exemplified by the Guibersons' selection of our locality for their great factory and by their placement of business contracts with Dallas firms. We have been and shall continue to be favored by the leaders of the Guiberson plant and we wish to express our appreciation.



Hamilton-Huster Machinery Co.

1109 PATTERSON AVENUE, DALLAS

★ Machine Tools for All Types of Industry ★ Railroad Shop Machinery ★ Plant Maintenance Equipment ★ Airplane Plant Equipment
★ Machine Shop Equipment

NOTICE If you have idle machinery of any type, list it with us or with the War Production Board. Let's put all idle machinery to work to help win the war.

WE, INC.

When the President of the United States announced his unified war plan and asked for . . .

60,000 planes this year;
125,000 planes next year

—gasps of amazement reverberated around the world. But you and I know it can be done because we have more workmen, more materials and more industrial capacity than any nation in the world.

Yes, we can do it . . . if you and I work together. You have the youth, intelligence and skill necessary to make an expert pilot, aircraft mechanic, instrument technician, radio operator, etc. . . . and we have the tools, equipment and instructors necessary for your training. Together we can do the tremendous job ahead of us; together we can win the war. You and I . . . WE, INC.

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110 New Firms Locate in Dallas

ONE hundred and ten new business firms located in the Greater Dallas area in February, including ten manufacturers, fourteen wholesalers, one oil company, thirty-eight retailers, three Government agencies and forty-four classified as miscellaneous. Among the new firms were the following:

Hartwell Manufacturing Company, Grand Prairie. Manufacturers of aircraft parts. Home office, Los Angeles, Calif.

Hill's Playground Equipment Co., Grand Prairie. Manufacturers of playground devices.

National Housing Company, 2310 Butler Street. Manufacturers of prefabricated buildings.

Newkorn Products Company, 1621

North Haskell Avenue. Popcorn and roasted peanuts.

Rubenstein Egg Drying Plant, 2012 Cadiz Street. Dried eggs.

The Temperator Company, 1012 Santa Fe Building. Manufacturers of cooling units for trucks.

Vulcan Bearing Service No. 2, 3104 Oak Lane. Bearing rebabbiting.

WHOLESALE

G. E. Carver & Company, 207 South Poydras Street. Importers of gift wares.

Consolidated Fluorescent Company of Texas, 803 Dallas National Bank Bldg. Fluorescent lighting.

Dallas Grocers, Inc., 2820 McKinney Ave. Cash and carry wholesale grocers.

Harding Devices Company, 3416 Love Field Drive. Airplane equipment.

Masco Equipment Company, 2216 Commerce St. Machine shop supplies. Home office, Los Angeles, Calif.

Ozalid Products Division, General Aniline & Film Corp., 405 South Akard St. (Southwestern Blue Print Company, Agents). White print machines and dry developing equipment. Home office, Johnson City, N. Y.

Pacific Mills, 222 Texas Bank Building. Textiles. Home office, Boston, Mass.

Southwest Amusement Company, 1712 North Field Street. Coin-operated machines.

Standard Aircraft Products, Inc., 719 Santa Fe Bldg. (Hartwell Aviation Supply Co., representatives). Aircraft lamps and lamp assemblies. Home office, Dayton, Ohio.

Vitapep Dog Food Co., 3111 Westminister Ave. (O. K. Wingate, representative.) Dog food. Home office, Los Angeles, Calif.

Benton Wood, 902 Southland Life Bldg. Manufacturers' agent.

PETROLEUM

I. P. LaRue, 1118-1121 Kirby Building. Oil operator. Formerly located in Houston, Texas, and Jackson Miss.

GOVERNMENT AGENCIES

U. S. Army Air Corps, 534 U. S. Terminal Annex.

U. S. Army, Chemical Warfare Service, 601 Allen Building. Major H. P. Heiss.

Office of Government Reports, U. S. Information Service, Fidelity Building.

Hudson & Hudson

Industrial and Business Properties
Sales, Leases and Management

Great National Life Building

PHONE R-9349—DALLAS

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James S. Hudson

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Nearly Three Quarters of
A Century of Efficient Service

QUALITY MERCHANDISE

HUEY & PHILP HDW. CO.

DALLAS

Wholesale

TEXAS

MISCELLANEOUS

Dallas Arctic Locker & Provision Co., 4535 McKinney Avenue. Frozen food lockers.

Grand Prairie Development Co., Grand Prairie. Real estate.

Robin Hood Realty Co., Grand Prairie, Texas. Real estate.

The Seeing Eye, Inc., 621 Wilson Building. Welfare organization.

Sira-Reeves-Boedeker Associates, 300 Elmore Street. General contractors.

Stewart Dictating Machine Service Co., 2015 Main Street.

The Star, Northwest Highway. Night club.

Western Hatcheries, 905 Elm Street. Baby chicks. Home office, Birmingham, Alabama.

PROMOTED



W. B. CLAYTON

W. B. Clayton, shown above, was recently elected to the post of commercial vice-president for the General Electric Company in Dallas. Mr. Clayton formerly held the title of district manager for the firm here. He is a native of Brooklyn, N. Y., and joined the General Electric Company at the age of 17, as a student engineer.

When the southwestern district of General Electric was formed in 1924, Mr. Clayton was appointed district manager of the central station department, and in 1929 in addition to these duties he became the assistant district manager. In November, 1939, Mr. Clayton was made district manager.

EASTMAN MANUFACTURING CO.

DALLAS, TEXAS

PRECISION MACHINISTS AND MANUFACTURERS

Congratulations to the Guiberson Corporation for the fine work they are doing toward winning the war. We're happy to have the opportunity to serve them and our country.

MASS TRANSPORTATION..

A vital help in the War Effort!

Mass transportation is the business of the Dallas Railway & Terminal Company, in Dallas. It has been our business for many decades... and, we understand it, thoroughly. It is one of those services which most people have "taken for granted" and have not, therefore, thought much about.

Mass transportation simply means getting 50,000 different people to 50,000 different destinations... at approximately the same time. That is a *big* job... it is a bigger and a more important job when you realize that *it is now vitally necessary to our war effort that these people get to their work on time.*

This Company is doing everything within its power to serve every Mass Transportation need in Dallas... using all available equipment... getting new equipment just as rapidly as it can be delivered... training new operators... serving more people over a greater area than ever before.

There is urgent need for more co-operation in the matter of Staggered Hours in order that more people may be better served by Mass Transportation methods.

DALLAS RAILWAY & TERMINAL COMPANY

SUGAR PLAYS VITAL ROLE IN WAR EFFORT

Every time a 16-inch gun is fired it eats up the distilled product of a fifth of an acre of sugar cane.

A thousand field pieces in an hour's firing burn up as much sugar as could be refined from a field two-thirds of a mile square.

When you have saved nine-tenths of a pound of sugar, you have saved the equivalent of enough sugar alcohol to make, together with nitric acid and ordinary guncotton, a whole pound of smokeless powder.

Sugar is refined from cane sugar molasses. Cane sugar molasses is one of the best sources of first-class ethyl alcohol. We make smokeless powder from ethyl alcohol.

Sugar alcohol is used for other military purposes, too. It's used in compounding "dope" for use on airplanes with fabric-covered wings. A very important use is in making "detonating agents." A detonating agent is super-sensitive and explodes very easily. It is used to light the bulk of less explosive powder which forms the shell's bursting charge.

To make detonating agents, sugar-alcohol is combined with mercury to make fulminate of mercury.

We used a lot of alcohol (183,500,000 pounds) to make fulminate of mercury during the last war, but the absolutely vital use of alcohol then, as now, was in the manufacture of smokeless powder.

Smokeless powder fires our guns, and when you've saved nine-tenths of a pound of sugar you've saved the equivalent of enough sugar alcohol to make, together with nitric acid and ordinary cotton, a whole pound of smokeless powder.

Major General William Crozier, who had charge of munitions for us in 1917-1918, called smokeless powder "the best single measure of strength which is afforded by all the materials of war." Our consumption in that fight totalled 330,000,000 pounds, and we'll need much more this time.

Smokeless powder of the nitro-cellulose type is made by treating cotton linters, or short fibres, with nitric acid and dissolving the resulting guncotton (pyre-cellulose) in a mixture of alcohol and

ether. Cellulose from wood pulp may be used instead of cotton in a similar process.

Guncotton, alcohol and ether make a jellylike mass and this mass is formed into grains of various sizes and shapes depending upon the purpose for which the powder is to be used. Ether and alcohol are expelled by drying and the finished product is hard, horny grains or strips or pieces of almost pure guncotton.

About 65 per cent of the solvent is recovered, but only half as much alcohol as ether.

Behind the sugar rationing program is this fundamental problem: To make sure every citizen shares equally in a supply limited because Far Eastern import sources have been cut off; or curtailed, and because alcohol from sugar cane goes increasingly into smokeless powder for our guns, fabric dope for our aircraft, and other things we need for victory.

The rationing program prepared by the Office of Price Administration is flexible, is designed to speed equitable distribution, yet leaves the consumer free to buy where he pleases. It differs greatly from the system established in Britain, where government controls operate all the way down.

In Britain the government buys all sugar, and all other imported commodities as well. The government sells to the wholesalers, who supply the retailers, who sell to the ultimate consumers.

First Indoor Oil Field Proposed at Los Angeles

The world's first indoor oil field may become a reality soon if the City of Los Angeles approves an application recently made by an oil company.

The company proposes to erect a huge concrete building inside of which all drilling operations would be conducted. The oil field lies under an exclusive residential district and is believed to cover several hundred acres. The entire field would be drilled from the one building, however, by directional drilling. Wells only 10 feet apart on the surface would be slanted to penetrate the oil formation many hundreds of feet apart.

Here's What Uncle Sam Does for Soldier

The average young man starting service in the United States Army is five feet eight inches tall, weighs 144 pounds, has a chest measurement of 33 $\frac{1}{4}$ inches, a 31-inch waistline, wears a 9 $\frac{1}{2}$ -D shoe and a size seven hat, according to figures compiled by the War Department. The data are based on records of the Army Quartermaster Corps, which has directed the measuring and clothing of more than 1,500,000 men.

After a few months in the Army, however, the recruit has gained in weight on Army food, wears shoes one-half size larger and has an expanded chest measurement.

To keep this average soldier in fighting trim for the first year, the Quartermaster Corps spends \$404.65, of which \$175.20 is for his food; \$162.05 for clothing; \$15.79 for individual equipment; and \$51.61 for barracks equipment. Weapons, ammunition, pay and other expenses incurred during his training are not included in these estimates.

Uncle Sam spends about 48 cents a day, or \$175.20 a year, to feed the average enlisted man.

The American soldier eats at the finest army mess in the world. On a weekly basis his ration consists of the following average quantities of basic foods: 4 pounds, 6 ounces of fresh beef; 14 ounces of chicken; 1 pound, 12 ounces of fresh pork; 7 eggs; 9 pounds, 3 ounces of fresh and canned vegetables; a little over 1 pound of cereals and dry vegetables; about 2 pounds of fresh and canned fruits; 14 ounces of coffee, 4 pounds, 6 ounces of potatoes; and 4 pounds of fresh and evaporated milk.

Clothing needed to outfit the enlisted man when he begins duty costs the government \$107.89. Maintenance cost of clothing for a year is \$54.16, making a total clothing cost for his first year in the army of \$162.05.

Trinitrophenylmethyl-nitramine

Production of trinitrophenylmethyl-nitramine is greatly increasing, the War Department announced. At government-owned ordnance plants, production of this explosive was 60 per cent greater in January than in December. Trinitrophenylmethyl-nitramine which is commonly called tetryl, is more sensitive than TNT. It is used as a booster charge in bombs, and in shells of various calibers.

Expert Sees Dislocation of Texas Employment

There will be much dislocation of employment during coming months in Texas, Dr. F. A. Buechel, assistant director of the University of Texas Bureau of Business Research predicts.

"Employment services will be taxed to the limit during the months ahead in the adjustment of employment to the needs of the war industries," Dr. Buechel declared, in appraising the business outlook for the state during the next few months.

Declaring that Texas business would likely continue its upward trend, Dr. Buechel predicted inspiration for this climb would be seen as more new war industries come into production and existing plants are converted to the production of war materials.

Gulf Erecting Huge Defense Gasoline Unit

Work is under way at Port Arthur on a \$3,000,000 aviation gasoline unit at the local plant of the Gulf Oil Corporation, part of a general expansion program at refineries in this area's expected to total nearly \$40,000,000 within the next 14 months.

Gulf's new unit, being built by the Lummus Company of New York, is expected to double the local plant's capacity to make 100-octane fuel, bringing it to around 4,000 barrels a day.

The Gulf unit is one of 12 already under construction or scheduled to be built in Texas, at a total cost of approximately \$100,000,000.

Scrap Metal Drive Brings Heavy Return

A total of 28,000 long tons, or nearly 63,000,000 pounds, of scrap have been collected as a result of the Texas Mid-Continent Oil and Gas Association's scrap campaign, Charles F. Roeser, general chairman, reported.

Five hundred carloads of scrap have already been shipped to Texas foundries and eastern mills and 300 carloads more are now on hand to be shipped at once, Mr. Roeser said. This makes a total of 800 carloads or around 28,000 long tons.

"These totals are for the 36 principal shipping centers used in our campaign," Mr. Roeser said. "There are an equal number of collection points from which we have not had full reports. When all these centers also report, the total should go over the 30,000 long ton mark."

Congratulations to the Guibersons ~ ~

General Electric Supply Corporation

1811 North Lamar Street

Dallas, Texas



FUN-TOGS
SPORTSWEAR

ORGANIZED in 1923

as one of the South's first manufacturers of ladies' dresses and sports wear, this firm is now one of the largest and best known. Marcy Lee frocks are sold in 26 states. The Marcy Lee Manufacturing Company is proud of its membership in the Dallas Wholesale Market, the Dallas Chamber of Commerce, and an active interest in Dallas' civic and social welfare.

MARCY LEE MFG. CO.

2212 SOUTH LAMAR STREET, DALLAS

L. A. Lief, Vice-President E. G. Wadel President B. Wadel, Sec.-Treas.

MORE POWER for VICTORY

And more power to the Guiberson organization for providing the world's greatest fighting engine to power America's tanks in their smashing drive to Victory.

The perfection of this new principle in advanced engineering is a shining demonstration of resourcefulness and ingenuity — inherent qualities of liberty loving Americans.

In this time of grave peril it is faith in these American qualities, backed by fighting hearts and vast resources, that assures us America will never bow to the yoke, nor be ground under the heel of tyrants.

It was an esteemed privilege for the Schoellkopf Company to serve in equipping this great Guiberson plant to provide America with more power for victory.

THE SCHOELLKOPF COMPANY

DALLAS, TEXAS

ENROLLMENT HEAVY FOR C. OF C. SCHOOL

THE advance enrollment for the 1942 session of the Southwestern Chamber of Commerce Institute, to be held in Dallas July 19-25, includes chamber of commerce and trade association executives from Texas, Louisiana, Mississippi, Tennessee, Arkansas, Missouri, Kansas, Oklahoma, Colorado, and New Mexico. Present indications are that the attendance will be the largest in the history of the Institute, according to President Scott Hamilton of Fort Smith, Arkansas.

The East Texas Chamber of Commerce and the West Texas Chamber of Commerce will sponsor luncheon meetings featuring programs of special interest to the officers, directors and members of local, state, and regional chambers of Commerce. Other luncheon meetings will be conducted by the Texas Trade Association Executives, the Student Association, and the Board of Managers.

The Texas Trade Association Executives will sponsor a series of meetings of particular interest to the trade executives participating. President Hugo Swan, Marketing Counsellor for the Dairy Products Institute of Texas, has announced appointment of the following committee to arrange the program for the trade section: H. E. Dill, vice-president, Texas Retail Furniture Association; Porter Whaley, general manager, Texas Manufacturers Association; Scott Hardy, secretary-manager, Texas Hotel Association.

The program for the Institute will be presented by twenty-six instructors, discussing thirty-two subjects of major importance to the chambers of commerce and trade associations of the Southwest. It will include a five-day clinic on war activities, civilian defense, and post-war planning, a five-day clinic on organization management and secretarial technique, and a special series of lectures on salesmanship. One of the new features will be a large exhibit of chamber of commerce literature gathered from all sections of the United States.

The executive committee has completed arrangements with the management of the Adolphus Hotel for the use of air-conditioned meeting rooms, dining rooms, exhibit and conference rooms



SCOTT HAMILTON
President of Southwestern Chamber Institute

and ample accommodations for the entire faculty and student body, including special privileges in the famous Century Room.

The program, which was completed at a meeting of the board of managers in New Orleans on March 30, will reflect the collective thinking of all of the organizations participating, including the coordination of fundamental subjects to provide a basis for the exchange of credits with other institutes.

The Institute is conducted jointly by the state associations of Texas, Louisiana, Arkansas, Oklahoma, and New Mexico, the Dallas Chamber of Commerce and the United States Chamber of Commerce.

Many of the successful chamber of commerce managers in the South and Middle West are graduates of the Southwestern Institute, and many others will complete the three-year course at the 1942 session.

Eighteen states in 1941 enacted laws extending or broadening reciprocity on one or more phases of interstate motor vehicle operation, according to the U. S. Department of Commerce.

Victory Tour

(Continued from Page 22)

We have already received numerous communications from the cities to be visited. All of them are highly enthusiastic. Both municipal and chamber of commerce officials have voiced their approval of our trip and they have praised us for our attitude in this undertaking. Naturally, we are glad to have the complimentary words but it should be clearly understood that the purpose of this trip isn't to garner laurels for Dallas, but to pass them out.

The annual Dallas tour is one of the oldest in the United States and, perhaps, the largest. This type of trip was very popular with the businessmen in larger cities throughout the nation twenty or thirty years ago when it was difficult for merchants and citizens of the small towns to come to the larger cities. The trips were used as business builders and they served their purpose well. But as the automobile came into its own and the great highways, like gigantic asphalt and concrete ribbons, were laid across each state, the trips began to lose their appeal for the businessmen of many towns. They were looked upon as useless in the face of the fact that the country man and his family could easily reach the city by train, bus or in the family car.

Dallas, however, clung to the tour as a tradition and as a friendly gesture to the smaller municipalities and the dividends have been tremendous. Not only have we gained much business in the years gone by but we have established a friendship and understanding between the smaller cities of the state and Dallas that in itself is worth all of the money and time that has been spent on these trips. You can't go into a single section of Texas today but what Dallas is well known and well liked. It is looked upon as a "big brother" and in many instances Texans who are located near other large cities will travel great distances in order to reach Dallas to do business just because they feel a friendly link between themselves and this city.

We are spending a great deal of time on plans for the tour this year in order to make it the best in our history. Our mission will be of the greatest importance and I, for one, believe that the trip will set an example for the nation.

Chairmen of committees who are working on the trip are: Communications, Archie E. Hunter; Executive, Geo. I. Plummer; Entertainment, W. W. Lechner; Finance, William Z. Hayes;

Hat and Badge, E. L. Blanchard; Itinerary, F. Z. Williams; Parade, Leonard Nichols; Personnel, J. Ollie Humphreys; Radio Program, Ray Nesbitt; Reception, Harry L. Seay; Speakers, Chas. A. Moore.

Business Increases

The year 1941 was the best in the history of the Texas Employers' Insurance Association, according to A. F. Allen, president. The annual report, recently delivered to the policyholders, shows a premium income amounting to \$4,652,000 for 1941 as compared with a premium income of \$4,059,000 in 1940—an increase of \$593,000. Assets increased \$624,404, from \$5,544,845 to \$6,169,249. \$189,559 was added to the surplus account to make an all time high of \$1,785,355. In addition to this the contingency reserve was increased from \$400,000 to \$500,000 which gives the association a total of \$2,285,355 for the protection of its policyholders.

The report called attention to a 25 per cent increase in accident frequency. Over 35,000 notices of injury were reported during 1941 as compared to 28,746 in 1940.

Ice Cream Production Shows Big Increase

Record production of ice cream and American cheese highlights Texas dairy industry trade, the University of Texas Bureau of Research reports. Ice cream production is 33.6 per cent above 1941 totals and cheese manufacturing is up 51.7 per cent.

In its campaign to conserve materials that, because of limited supplies, have been classified as "critical" and "strategic," the Army Quartermaster Corps in the last six months has introduced substitutes for 800 articles previously used, the War Department recently announced.

Congratulations to Guiberson Diesel Engine Co.

MAISEY & PAIGE

Manufacturers Agent
Builders Specialties

DISTRIBUTORS

Hollow Metal Doors, Kalamein Doors, Fire Doors, Overhead Doors, Incinerators, Metal Toilet Partitions and many other items.

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FIGHT A GOOD FIGHT ON THE HOME FRONT

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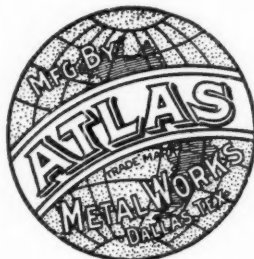
Your purchase of Defense Bonds makes possible the arming of our forces with top-notch equipment such as the Guiberson Diesel Engine; the building of defense plants such as the Guiberson plant throughout America.

BUY DEFENSE BONDS

Store Interiors and
Fixtures, Designed by
Sales Engineers. AT YOUR
SERVICE. NO OBLIGATION

Adleta SHOW CASE &
FIXTURE MANUFACTURING CO.

1907 CEDAR SPRINGS • DALLAS, TEXAS



**Atlas Takes
a World of Pride
in its part in fabrication of
The GUIBERSON
Diesel Plant**

*Congratulations to All Who Had
a Part in This Great Defense Effort.*

Atlas Metal Works

Dallas

Phone R-4788

P.O. Box 5208

Noted Scientists Praise Dallas as Convention Site

The American Association for the Advancement of Science held one of the best conventions of its long history in Dallas, Dec. 29, 1941, to Jan. 3, 1942. The great success of this meeting is told in the February issue of *Science* under the name of Dr. F. R. Moulton, permanent secretary for the organization.

In this article Dr. Moulton said: "From December 29, 1941, to January 3, 1942, the American Association for the Advancement of Science held its annual meeting in Dallas, Texas. When the meeting was originally planned the officers of the association looked forward with pleasure to going to Texas, but their happy anticipations were clouded by the turn of international affairs early in December. Their misgivings, however, were not well founded, for the meeting surpassed all expectations. The programs of the association and its affiliated societies included 1,436 addresses and papers which were presented at 193 different sessions. About 4,000 persons attended the scientific sessions, of whom 1,851 registered and received the general program of the meeting.

"In 1931-1932 the association held its annual meeting in New Orleans, a much larger city than Dallas and one nearer the great centers of population. At the New Orleans meeting a decade ago and in time of peace the registration was 1,447, less than the registration at Dallas by 404, and the number of addresses and papers presented was 1,203, or 173 fewer than were presented at Dallas. This favorable comparison is due in part to the present vigor of the association and its affiliated societies and in part to the enthusiastic support of the Dallas meeting by the citizens of Texas, which was expressed in the excellent local arrangements and the exceptionally large attendance at the general addresses open to the public.

"The registration for the meeting at Dallas by states and foreign countries was as follows: Alabama, 15; Arizona, 14; Arkansas, 23; California, 68; Colorado, 29; Connecticut, 17; District of Columbia, 30; Florida, 7; Georgia, 14; Hawaii, 1; Illinois, 79; Indiana, 44; Iowa, 60; Kansas, 51; Kentucky, 10; Louisiana, 84; Main, 1; Maryland, 14; Massachusetts, 17; Michigan, 36; Minnesota, 34; Mississippi, 17; Missouri,

60; Montana, 3; Nebraska, 28; Nevada, 1; New Hampshire, 3; New Jersey, 14; New Mexico, 33; New York, 67; North Carolina, 17; North Dakota, 5; Ohio, 58; Oklahoma, 126; Oregon, 4; Pennsylvania, 29; Rhode Island, 4; South Carolina, 9; South Dakota, 5; Tennessee, 21; Texas (Dallas, 134), 621; Utah, 3; Vermont, 1; Virginia, 18; Washington, 4; West Virginia, 5; Wisconsin, 32; Wyoming, 6; foreign countries, 9 (Argentina, 1; Brazil, 2; Canada, 6); a total of 1,851."

Conservation of Anti-Freeze Requested

Pushing the spring offensive against waste of automobile anti-freeze, Price Administrator Leon Henderson has asked filling station attendants to impress on motorists the necessity for draining and saving the contents of their radiators for use next winter.

"A successful campaign against waste will save millions of gallons of anti-freeze at a time when every gallon of alcohol used is needed to make explosives," Mr. Henderson advised in a letter to oil distributors.

Alcohol, the basis of four-fifths of anti-freeze solutions in use, is essential to the manufacture of smokeless powder. A single shot from a 16-inch gun uses as much alcohol as nearly two dozen cars in a whole winter.

Ethylene glycol, a "permanent" anti-freeze, is used directly by the armed forces. One type of army fighter plane alone requires 11 times as much anti-freeze as the average passenger car.

New Personnel Head

George Walter, plant manager of the new \$5,000,000 Owens-Illinois Glass Company plant at Waco, now under construction, has announced that Charles Foster Coleman of the Baylor University faculty has been appointed personnel director. Mr. Coleman obtained his education at Waco High School, Baylor University and the University of Wisconsin. He is well known for his participation in activities of the swimming, tumbling, football, track and basketball teams.

Universal Products "All Out" for Defense

Because 16 years ago a very determined and energetic young man had a disposition to work, but an indisposition to work for anyone but himself, Universal Building Products Corporation was founded by John P. Travis. Since that time the firm has enjoyed a rapid growth and gained a nationwide reputation as a manufacturer of Sealuxe Products.

In 1940 the international situation had become so serious that it presented a problem to those manufacturers using metal products in their pre-fabrication. Mr. Travis felt he could perceive what was developing for firms in his line of work, and he immediately began investigating the types of equipment that would be needed by the U. S. Army Air Corps. His foremost thought was that perhaps his plant could be converted into production for the defense program. The result of this foresight is seen today in the large plant which Mr. Travis directs in the manufacture of portable airplane maintenance hangars, designed to facilitate the servicing and repairing of airplanes on emergency fields.

Mr. Travis obtained his first contract from the Army on April 16, 1941, and the job he and his organization have done in tooling the plant and training a force to build this war-time product has gained national recognition.

Mr. Travis was born in Commerce, Texas. He came to Dallas in 1919.

*Congratulations
to the*
GUIBERSONS



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ROEBUCK & COMPANY**

Retail Stores

South Lamar and Arnold . R-9771
303 West Jefferson . . . W-1141
3428 Oak Lawn L-5168
1919 Greenville T-8188

Dallas, Texas

Guiberson Workers

(Continued from Page 34)

A veteran in the employ of the Guiberson organization is F. C. Pettitt, special assistant to the executive vice president in the company shops. Mr. Pettitt joined the Guiberson Corporation as superintendent when it was organized in Dallas in 1919. His duties are as contact man in the factory, keeping in touch with the foremen, superintendents, inspectors and other department heads in the interests of cooperative efficiency and inter-departmental work. Mr. Pettitt started the first Guiberson training school to equip mechanics with the necessary knowledge of Diesel engine construction.



F. C. PETTITT

The Guiberson Diesel Engine Company is ably represented in Washington, D. C., by Fred Gould, assistant to the president of the company and in charge of the Washington offices. Mr. Gould keeps closely in touch with the Ordnance Department of the United States Army cooperating with them in behalf of the company in every way possible.



FRED GOULD

Fred Gould was born in Rochester, New York, attending grade and high schools there. He took an engineering course later at the Rochester Athenaeum and Mechanics Institute.

Precision plus is the absolute demand of the inspection department of the Guiberson Diesel Engine Company where L. A. Wheeler is chief inspector. Every part of every Diesel engine which is produced in the huge shops at the factory is given a complete going over by one of the large corps of inspectors before it is passed as being perfect and ready to be assembled into a Diesel motor. Modern precision test machinery,



L. A. WHEELER

some of it electrically controlled, of every needed type is used in this department. Engine parts are tested for hardness, for flaws, for the smallest variation from specifications. Machines are operated here which measure parts on a scale as small as 1/25000 of an inch. Thousands of separate parts are tested every day and when approved are sent to the stock room for assembly purposes.

John J. Kemendo, assistant purchasing agent for the Guiberson Diesel Engine Company served for 13 years as purchasing agent for the City of Dallas and is well known in purchasing circles throughout the Southwest. He is first vice president of the Dallas Purchasing Agents Association.



Mr. Kemendo was born in Waco and attended Waco High School. He graduated from the University of Dallas and also attended S. M. U. Law School and the S. M. U. School of Production Control. Before joining the Guiberson organization last November he was purchasing agent for the National Geophysical Company. In his present line of duty he deals with purchases of 100 Guiberson sub-contractors located in almost as many different cities throughout the country.

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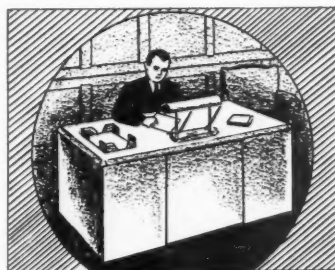
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1906

MacGregor maps plans For Chest Campaign

GEORGE L. MACGREGOR, president and general manager of the Dallas Power and Light Company, is finding considerable interlocking between the two most important jobs he has in addition to his regular duties at his desk on the fourth floor of the Dallas Power and Light building.



MR. MacGREGOR

He is campaign chairman for the Community Chest of Greater Dallas this year and he also is chairman of the chamber of commerce defense training committee.

He is finding increasing evidence that the work he is handling as chairman of these two important projects goes hand in hand as they move to build up the home front.

Training in defense is growing in importance every day as the nation turns more and more to an all-out war effort and as the nation devotes its efforts increasingly toward the war on the battlefields and in the factories the job of the health and welfare program supported through the Community Chest becomes more vital to the protection of morale at home.

Mr. MacGregor has worked in every Chest campaign since he returned to Texas and Dallas in 1929 to join the Dallas Power and Light staff as a power salesman.

It was during last year that he received the training in campaign work which has fitted him for the job of chairman he holds this year. When last year's chairman, Eugene McElvaney, found the preparations for the campaign more than he could handle alone, his call for help was answered by Mr. MacGregor and Jack Pew, who became vice chairmen of the campaign.

Mr. MacGregor has started his preparations for this year's campaign with visits to each of the agencies participating in the Chest program. Accompanied by Chest President J. B. Adoue, Jr., a past president of the chamber of commerce, and Chest Executive Secretary Fred M. Lange, former public relations secretary for the chamber of commerce,

Mr. MacGregor spent two whole days on these visits.

The first hand inspection of the work of the agencies will make possible campaign plans based on a knowledge of what the campaign is for and the campaign committee, when the time comes, will be able to tell the givers exactly what their money is being spent for and what it is doing.

War time is taxing the resources of the agencies, but the health and welfare services which they provide can meet these emergencies. The situations which arise in war time are basically the same which have been met for years by these agencies.

Soldiers May Sell Their New Automobiles

Men in the armed forces and those called for induction may sell their new passenger cars without restriction.

This is the meaning of an amendment to a previous order announced by John E. Hamm, acting OPA administrator. The amendment takes the place of a previous OPA regulation of February 21 which expired March 9. That ruling gave men taken into military service the right to sell their new cars to anyone during that time.

The new amendment extends indefinitely the time for such sale outside the regular rationing channels.

Under the new order, as soon as the selectee or volunteer finds a buyer, he needs only apply to the Rationing Board in the area where the car is kept for a certificate authorizing the sale or transfer. To facilitate the transaction in the case of new car owners who are already in the service, the order provides that he may authorize an agent to make the application which must be in writing.

Mobile 60-inch searchlights of 800,000,000 candle power, developed by the Army's Corps of Engineers and operated by the Coast Artillery, play a vital role in the nation's aircraft defense. The searchlights, which are carried, ready for instant use, on balloon-tired trailers, are of such brilliance that on a fairly clear night a newspaper can be read, by their light five miles away.

RE-ELECTED



MYRON EVERTS

Myron Everts, shown above, was recently re-elected president of the Dallas Retail Merchants' Association. L. N. Bromberg was re-elected vice-president and R. C. Dolbin was retained as secretary.

"The merchants have a big job to do in this war," said Mr. Everts, "and we have geared our association to be of service to the country. Our 1942 program, which is built around assisting in the war effort, is the most important we have ever undertaken, and through it we hope to do our part in the victory drive."

"No More Double Soles," Requests WPB Official

R. R. Guthrie, Chief of the Textile Branch of the War Production Board, has asked shoe manufacturers not to include the heavy brogue type shoe using double soles in their lines now being brought out for late summer and early fall selling.

"The practice of using two full soles or of adding a half double sole in order to create the thick edge appearance on men's dress shoes seems an excessive use of sole leather in times like these," Mr. Guthrie said. "Sole leather of heavy thickness is in great demand by the military services."

British troops are so enthusiastic about American Army Thompson sub-machine guns, they have nicknamed them "the glamor gun of World War II."

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THE GUIBERSON ORGANIZATION

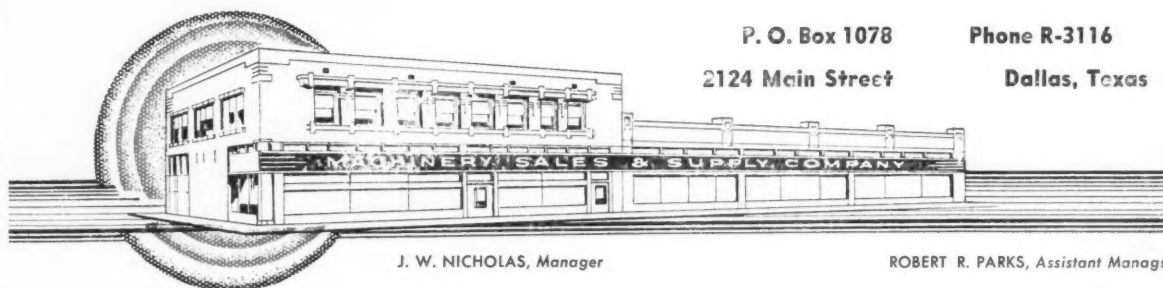
As other great institutions, THE GUIBERSON ORGANIZATION will contribute much to our War effort and also to the Industrialization of our great State and Nation. They are well deserving of our congratulations and very best wishes!



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U S. Buys Steel Made From Texas Scrap

Some time ago, the *Dallas News* carried a news item about the possibilities as expressed by Dee E. Humphrey of Dallas for the manufacture of steel in Texas in connection with the National Defense Program. The Government and prime contractors are now purchasing large quantities of electric cast steel entirely processed from Texas scrap which is still available in large quantities account of the agricultural and oil industries in Texas. Mr. Humphrey has purchased hundreds of tons of this high-grade finished alloy steel castings and shipped it via truck and rail to the Chicago area.

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DEFENSE Knows No Hours



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VOLUME 21

NUMBER 5

Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center

HERBERT DeSHONG Editor
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For obvious reasons, DALLAS omits from its pages any reference to construction or operation of industrial plants in Dallas County which engage in war production.

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